The Ultimate YouTube SEO Toolkit

BACKLINKO

BACKLINKO.COM

This toolkit has everything you need to know about **video SEO**.

So if you want to rank your videos on **YouTube** and **Google**, you're in the right place.

Keep reading...

About the Author

Brian

I'm Brian Dean.

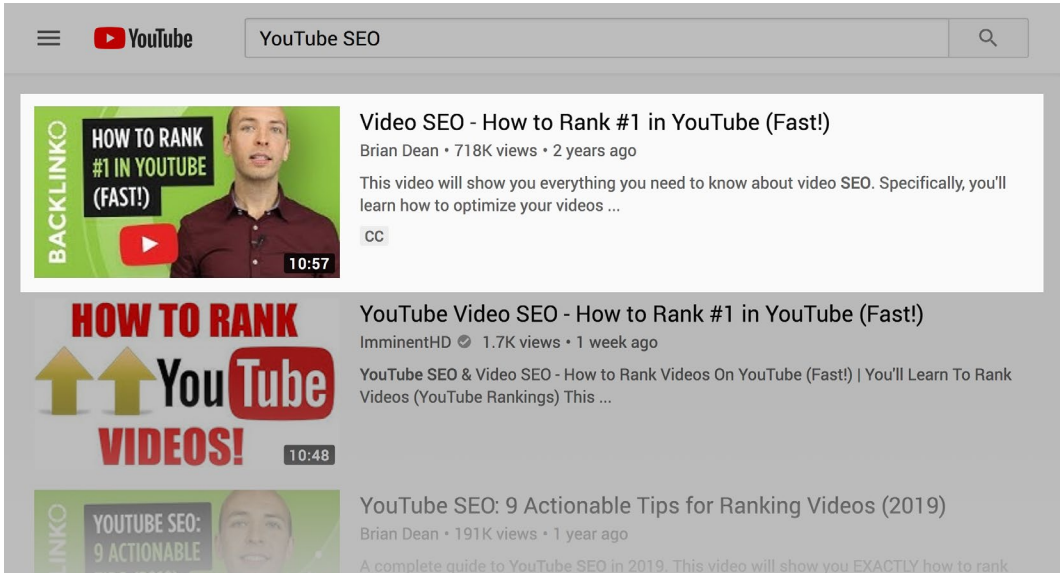
My first YouTube channel was a complete disaster.

I consistently uploaded high-quality videos...but no one watched them. (In fact, each of my videos averaged **only 27 total views**).

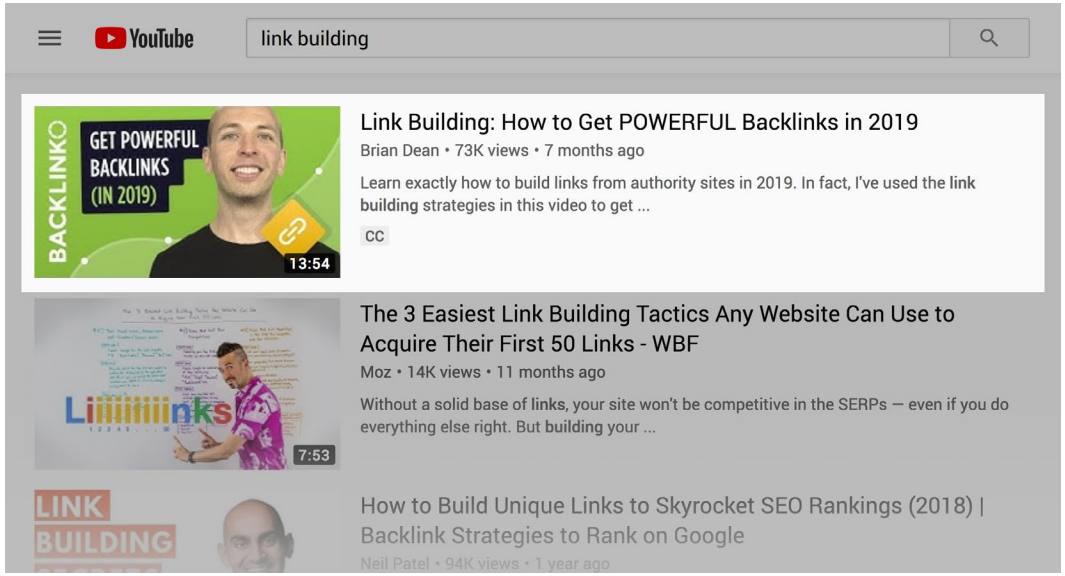
Yikes.

That's when I decided to take YouTube SEO seriously.

Today, I rank for some of the most competitive keywords on YouTube, like "YouTube SEO"...


YouTube
YouTube SEO
HOW TO RANK #1 IN YOUTUBE (FAST!)
BACKLINKO
10:57
Video SEO - How to Rank #1 in YouTube (Fast!)
Brian Dean • 718K views • 2 years ago
This video will show you everything you need to know about video SEO. Specifically, you'll learn how to optimize your videos ...
CC
HOW TO RANK YouTube VIDEOS!
10:48
YouTube Video SEO - How to Rank #1 in YouTube (Fast!)
ImminentHD 1.7K views • 1 week ago
YouTube SEO & Video SEO - How to Rank Videos On YouTube (Fast!) | You'll Learn To Rank Videos (YouTube Rankings) This ...
YOUTUBE SEO: 9 ACTIONABLE
YouTube SEO: 9 Actionable Tips for Ranking Videos (2019)
Brian Dean • 191K views • 1 year ago
A complete guide to YouTube SEO in 2019. This video will show you EXACTLY how to rank

...and “link building”:


YouTube
link building
GET POWERFUL BACKLINKS (IN 2019)
BACKLINKO
13:54
Link Building: How to Get POWERFUL Backlinks in 2019
Brian Dean • 73K views • 7 months ago
Learn exactly how to build links from authority sites in 2019. In fact, I've used the link building strategies in this video to get ...
CC
7:53
The 3 Easiest Link Building Tactics Any Website Can Use to Acquire Their First 50 Links - WBF
Moz • 14K views • 11 months ago
Without a solid base of links, your site won't be competitive in the SERPs — even if you do everything else right. But building your ...
LINK BUILDING
How to Build Unique Links to Skyrocket SEO Rankings (2018) | Backlink Strategies to Rank on Google
Neil Patel • 94K views • 1 year ago

And today I’m going to show you exactly how I did it (step-by-step).

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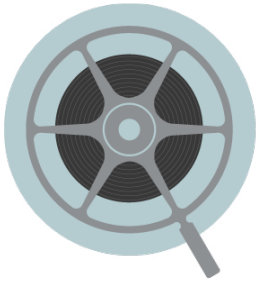

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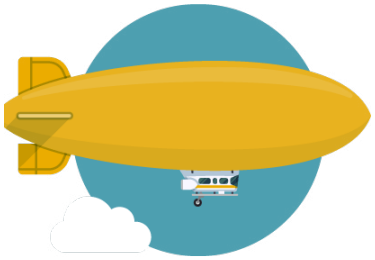

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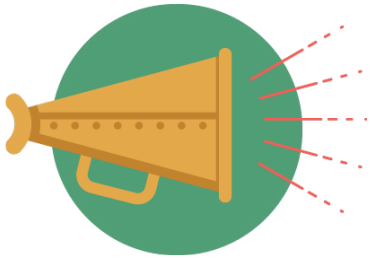

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Chapter 1

Video Keyword Research

Keyword research for videos is **completely different** than for text-based blog posts.

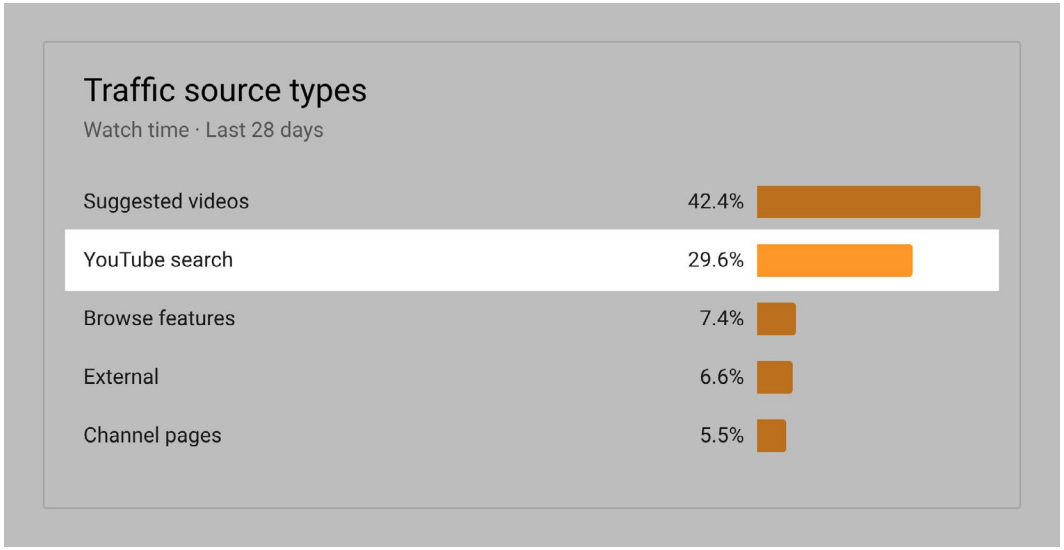
Why?

Two reasons:

Reason #1: Most of your views come from YouTube suggesting your video to their users.

(Not from search engines)

Yes, you should optimize your videos for YouTube and Google search. But most people only get around 15-25% of their video traffic from search.



The rest come from suggested videos and “browse features”. I’ll show you how to optimize for these features later in this toolkit.

Reason #2: People use Google and YouTube in completely different ways.

A keyword that gets 100k monthly searches in Google (like “life insurance”) may get only 50 in YouTube.

On the other hand, a keyword that gets a bazillion searches in YouTube (like “cute cats”), will get significantly less in Google.

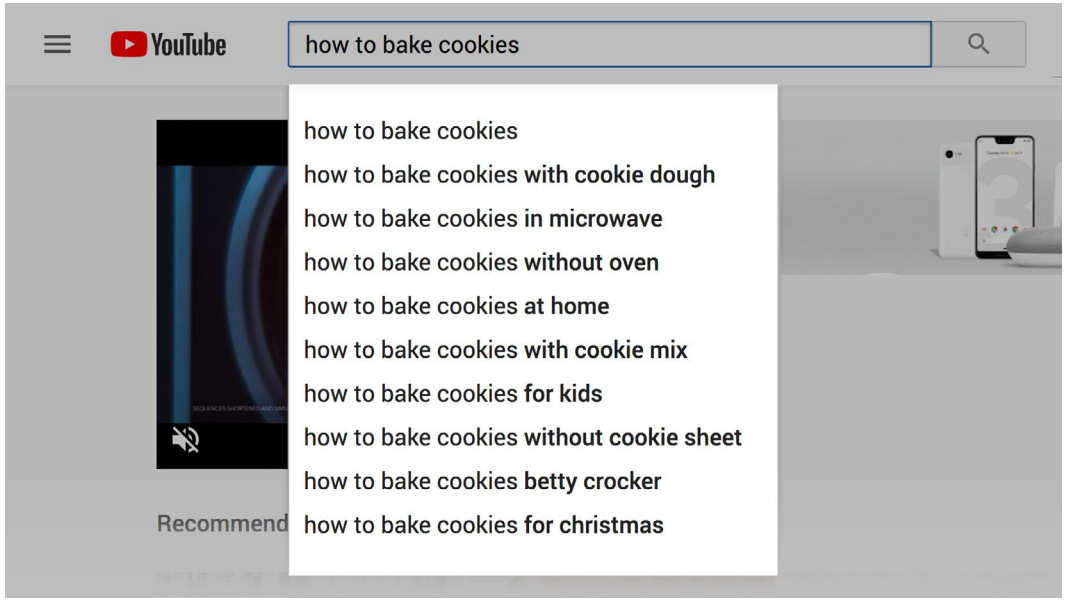
(That said, tons of people search for cute cats on any platform. It’s the internet after all)

Now it’s time for me to show you my 5 favorite video keyword research techniques.

YouTube Suggest

This works just like Google Suggest.

Type a keyword into the search field. Get a list of suggestions:

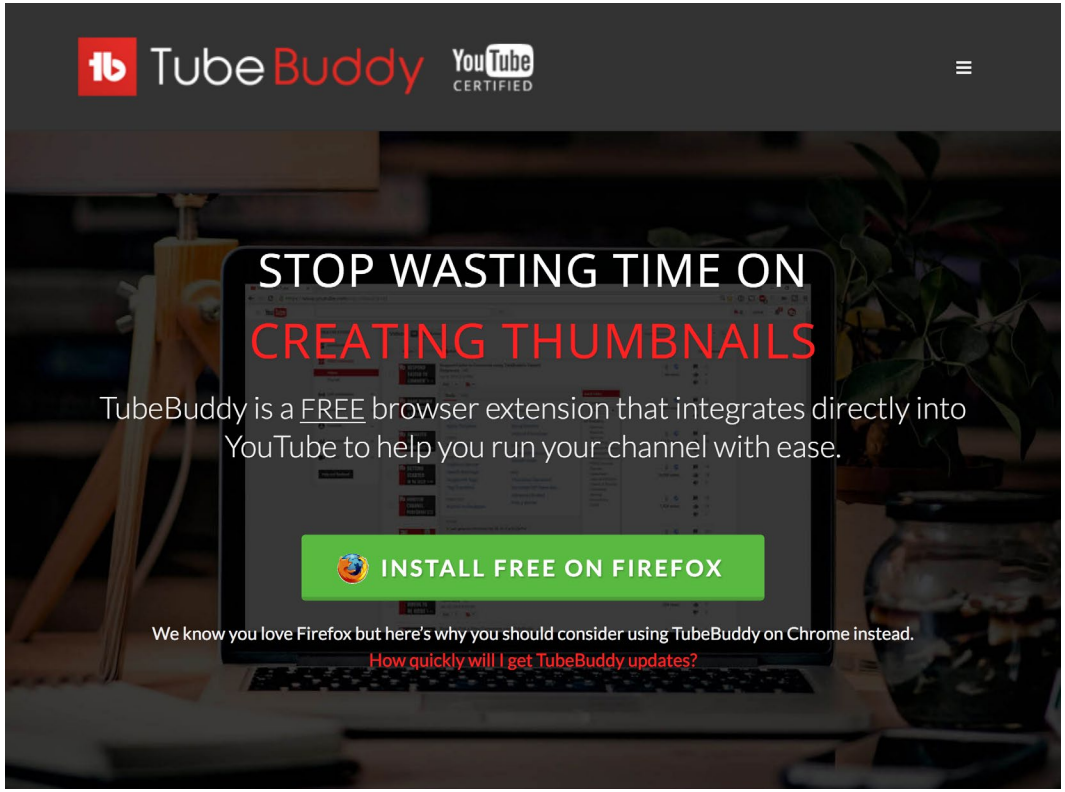

YouTube
how to bake cookies
how to bake cookies
how to bake cookies with cookie dough
how to bake cookies in microwave
how to bake cookies without oven
how to bake cookies at home
how to bake cookies with cookie mix
how to bake cookies for kids
how to bake cookies without cookie sheet
how to bake cookies betty crocker
how to bake cookies for christmas
Recommend

Don’t underestimate the power of this technique. YouTube is literally telling you the exact keywords people search for. HUGE.

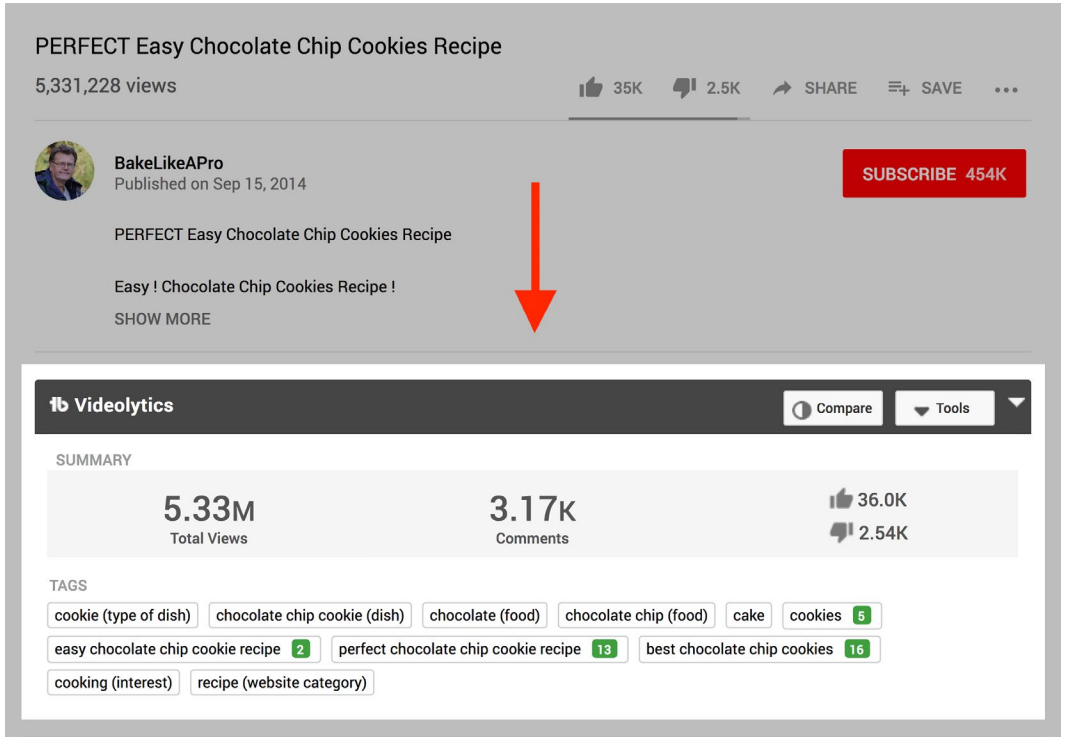
TubeBuddy Tags

This nifty (free) extension show you the exact tags your competitors use for their videos.

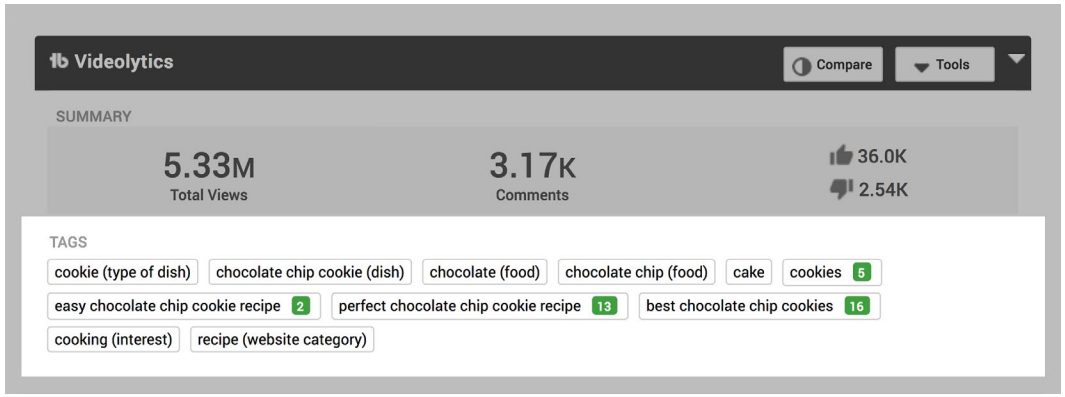
First, install the extension on your Google Chrome browser:


TubeBuddy
YouTube CERTIFIED
STOP WASTING TIME ON
CREATING THUMBNAILS
TubeBuddy is a FREE browser extension that integrates directly into YouTube to help you run your channel with ease.
INSTALL FREE ON FIREFOX
We know you love Firefox but here's why you should consider using TubeBuddy on Chrome instead.
How quickly will I get TubeBuddy updates?

Then head over to a competitor's video. Click the "tags" tab:



This will show you that video's tags:



Also, the green numbers show you where that video ranks for those terms in YouTube search:

So if you find a poorly-optimized video that ranks for a keyword, add it to your list.

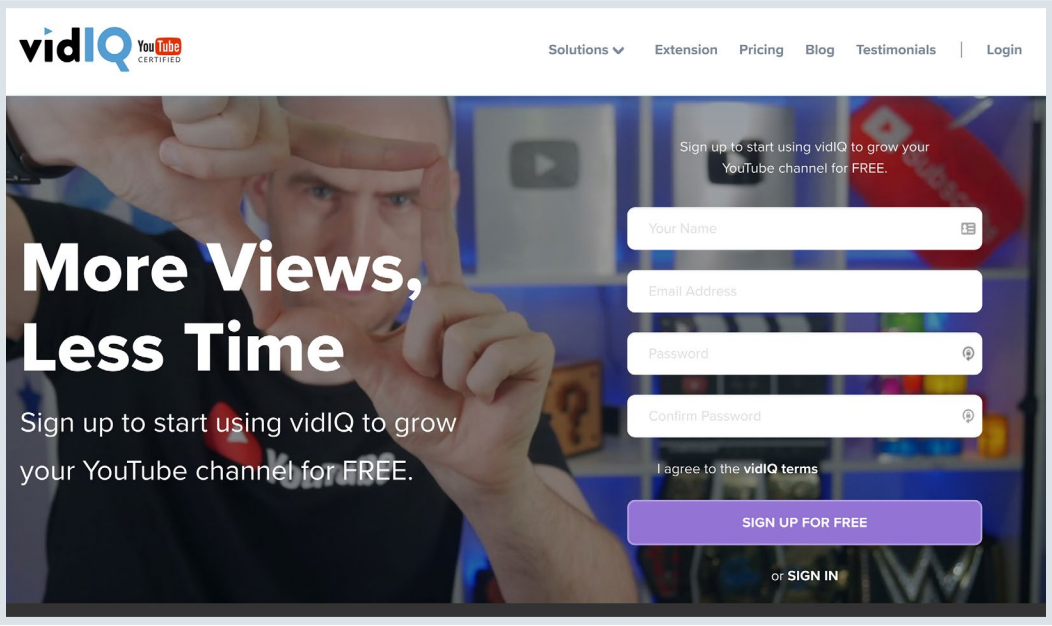
You can probably outrank that video by publishing a high-quality, keyword-optimized video (I'll show you exactly how to optimize your videos in Chapter 3).

VidIQ Keyword Search

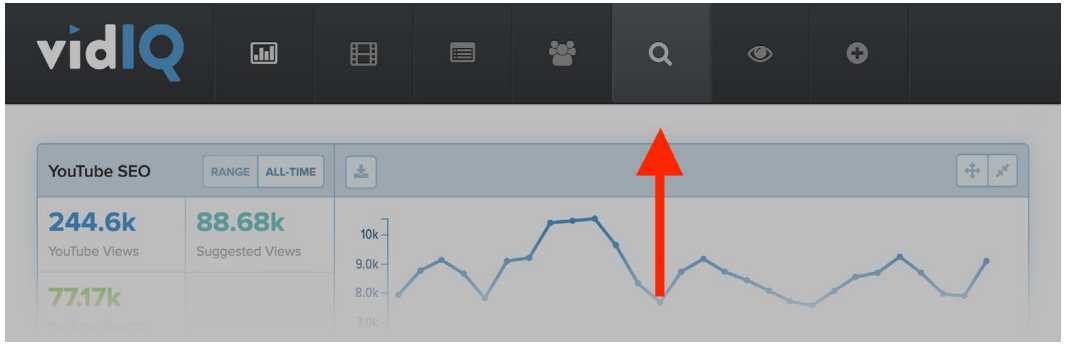
VidIQ is a powerful freemium tool that with a focus on YouTube keyword research. And it's one of my favorite ways to uncover amazing keyword and topic ideas for my videos.

Here's how to use it:

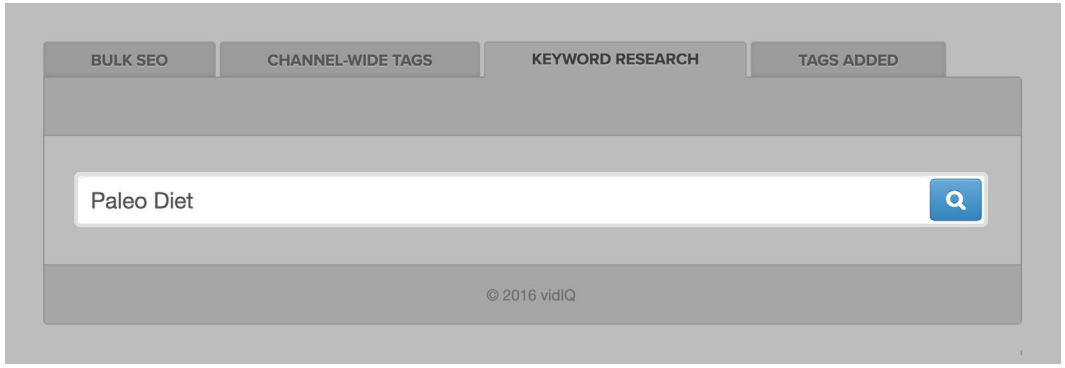
#1: First, head over to the site and sign up.



#2: Login and click on “SEO” in the top navigation.



#3: Then, enter a keyword into it:



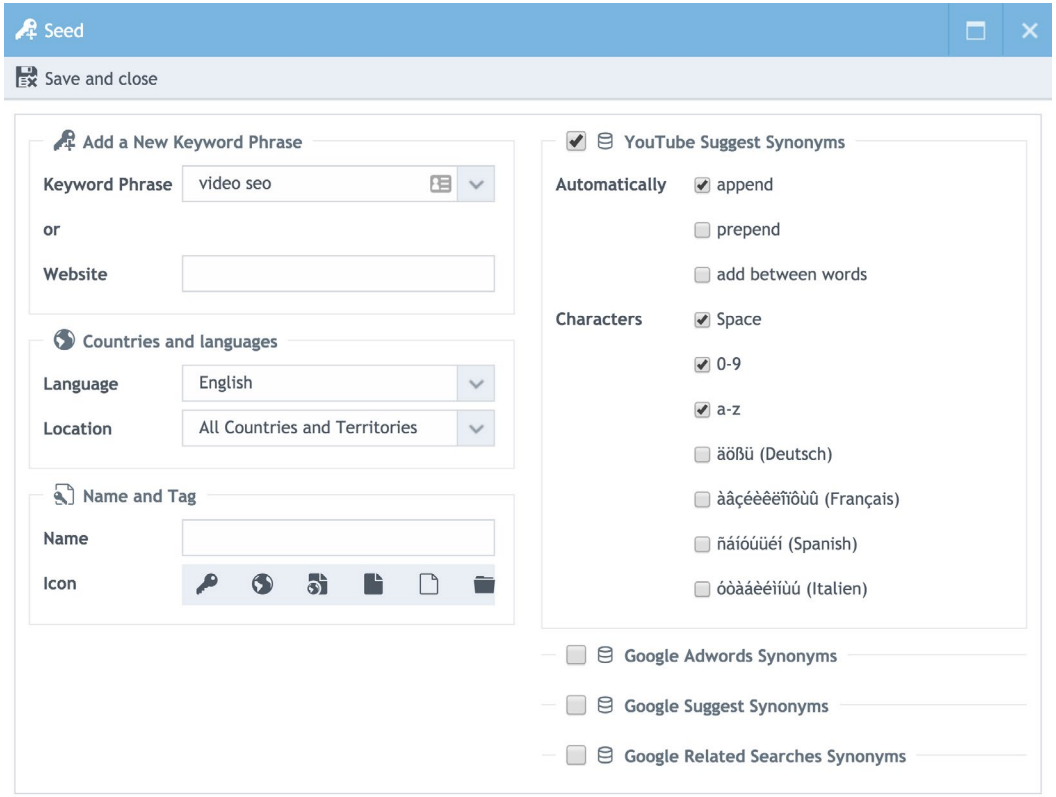
#4: Boom! You get a list of keyword ideas. And helpful info to help you uncover low-competition, high-volume terms.

Related Keywords	Related Score	Search Volume	Search Score	Competition Score	Overall Score	Number of Words
paleo	22	1,875,000	96	33.1	81.45	1
diet	15.1	15,000,000	100	79.1	60.45	1
weight loss	13.01	15,000,000	100	89.62	55.19	2
paleolithic diet	10.8	72,000	24	30.54	46.73	2
nutrition	8.5	1,875,000	96	50.51	72.74	1
health	7.7	5,000,000	98.5	69.18	64.66	1
the paleo diet	7.35	34,500	11.5	33.7	38.9	3
dieting	7.25	1,875,000	96	63.32	66.34	1
ketogenic diet	7.2	789,474	90.5	59.58	65.46	2
low carb	6.9	3,750,000	98	46.82	75.59	2
keto diet	6.3	7,500,000	99	54.94	72.03	2
paleo diet explained	5.6	170,455	56	34.04	60.98	3
fat loss	5.4	1,875,000	96	86.55	54.72	2
lose weight	4.8	15,000,000	99.5	82.29	58.61	2
how to lose weight	4.55	7,500,000	99	86.61	56.19	4
what is paleo diet	4.55	97,500	32.5	35.93	48.28	4

YT Cockpit

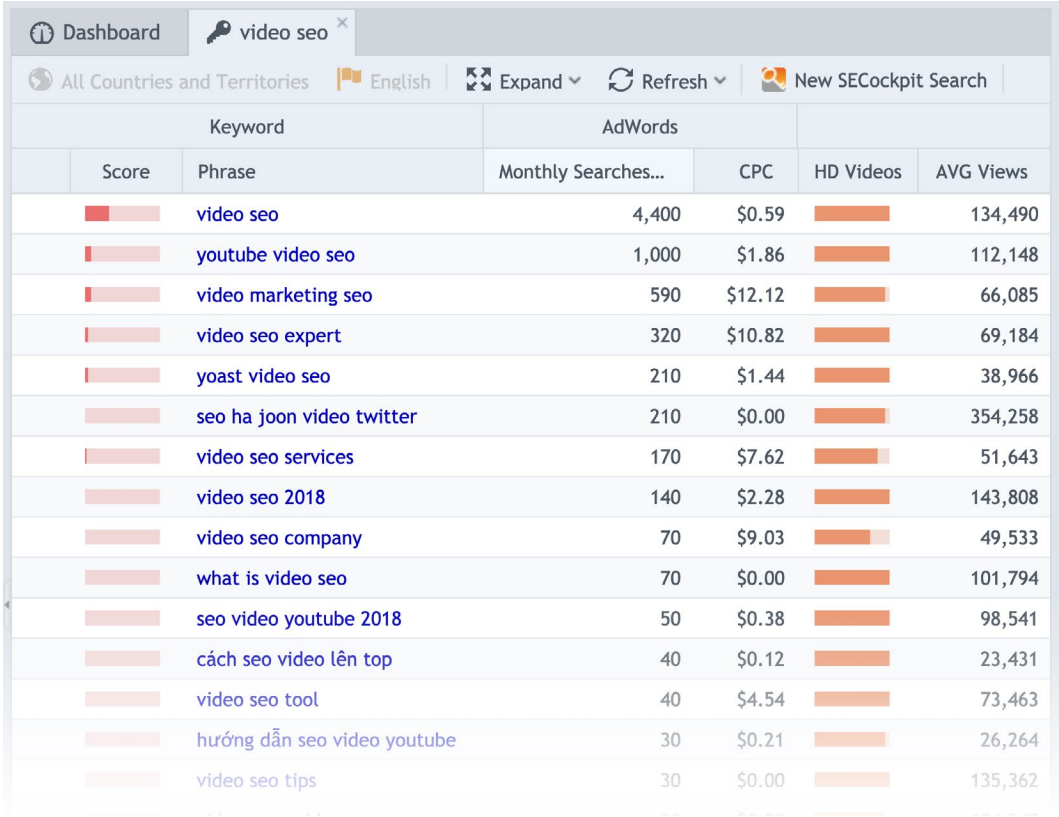
YTCockpit is one of the few keyword research tools on the market designed specifically for YouTube.

#1: To use it, enter a seed keyword into the tool:



#2: YTCockpit will show you a slew of keyword suggestions...and important metrics for each keyword.

Like any keyword research tool worth its salt, YTCockpit shows you basic information for each keyword suggestion (like search volume and CPC).



Keyword		AdWords			
Score	Phrase	Monthly Searches...	CPC	HD Videos	AVG Views
	video seo	4,400	$0.59		134,490
	youtube video seo	1,000	$1.86		112,148
	video marketing seo	590	$12.12		66,085
	video seo expert	320	$10.82		69,184
	yoast video seo	210	$1.44		38,966
	seo ha joon video twitter	210	$0.00		354,258
	video seo services	170	$7.62		51,643
	video seo 2018	140	$2.28		143,808
	video seo company	70	$9.03		49,533
	what is video seo	70	$0.00		101,794
	seo video youtube 2018	50	$0.38		98,541
	cách seo video lên top	40	$0.12		23,431
	video seo tool	40	$4.54		73,463
	hướng dẫn seo video youtube	30	$0.21		26,264
	video seo tips	30	$0.00		135,362

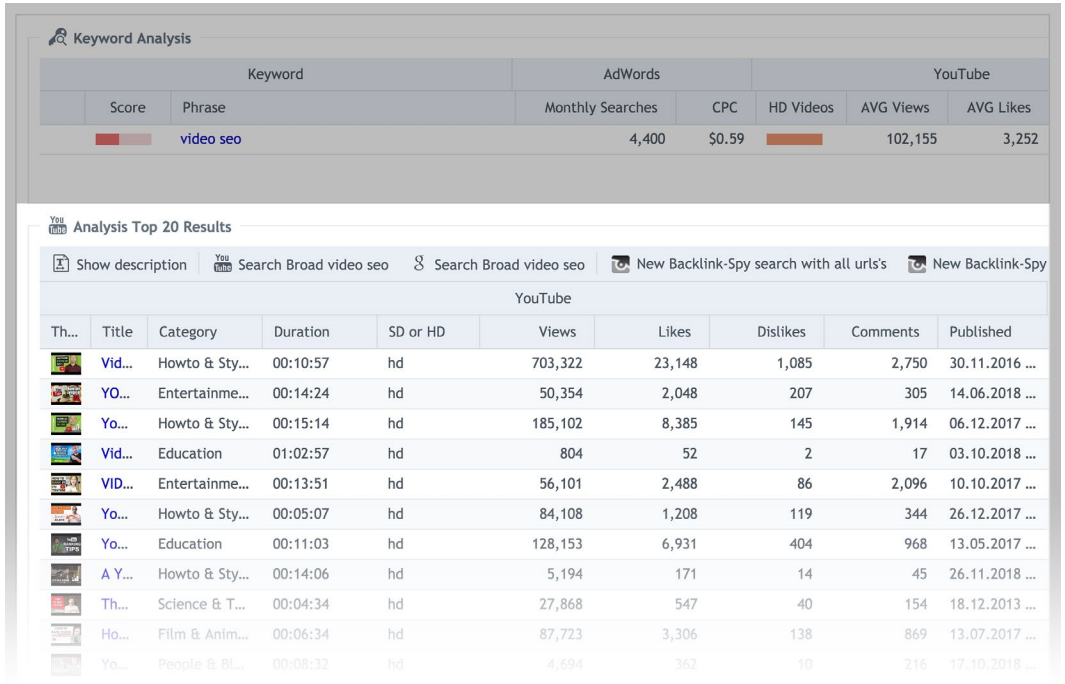
(It's important to note that "Monthly Searches" in YTCockpit represent the amount of Google searches. So yeah, it's not 100% accurate. But these numbers give you a rough idea of the interest people have on that topic).

#3: But what I REALLY like about this tool is that it sizes up the competition in YouTube.

YTCockpit shows you the average video length, number of likes and amount of comments for each video that ranks for a given keyword:

HD Videos	AVG Views	AVG Likes	AVG Duration	AVG Vide...	AVG Views
	102,155	3,252	00:13:35	240	15,811,328
	111,139	3,921	00:11:48	207	21,265,330
	64,532	2,006	00:18:40	242	5,402,052
	68,924	1,992	00:11:03	224	2,715,937
	153,182	1,190	00:04:24	5,791	490,958,476
	19,907	412	00:25:50	299	3,552,638
	51,616	1,926	00:12:29	242	52,343,541
	139,441	3,766	00:14:09	275	12,553,122
	90,561	2,793	00:10:06	306	8,918,502
	16,413	137	00:09:29	103	645,814
	89,713	3,144	00:11:57	426	62,444,428
	86,871	2,822	00:20:52	291	11,566,314
	39,302	896	00:21:14	202	6,422,652
	86,828	2,755	00:08:53	247	7,591,757
	114,826	1,002	00:13:16	352	252,857,142

#4: And if you click on a keyword suggestion, they'll show you a detailed breakdown of the YouTube SERP:



Keyword Analysis

Keyword			AdWords		YouTube		
	Score	Phrase	Monthly Searches	CPC	HD Videos	AVG Views	AVG Likes
		video seo	4,400	$0.59		102,155	3,252

Analysis Top 20 Results

Show description | Search Broad video seo | Search Broad video seo | New Backlink-Spy search with all urls's | New Backlink-Spy

YouTube

Th...	Title	Category	Duration	SD or HD	Views	Likes	Dislikes	Comments	Published
	Vid...	Howto & Sty...	00:10:57	hd	703,322	23,148	1,085	2,750	30.11.2016 ...
	YO...	Entertainme...	00:14:24	hd	50,354	2,048	207	305	14.06.2018 ...
	Yo...	Howto & Sty...	00:15:14	hd	185,102	8,385	145	1,914	06.12.2017 ...
	Vid...	Education	01:02:57	hd	804	52	2	17	03.10.2018 ...
	VID...	Entertainme...	00:13:51	hd	56,101	2,488	86	2,096	10.10.2017 ...
	Yo...	Howto & Sty...	00:05:07	hd	84,108	1,208	119	344	26.12.2017 ...
	Yo...	Education	00:11:03	hd	128,153	6,931	404	968	13.05.2017 ...
	A Y...	Howto & Sty...	00:14:06	hd	5,194	171	14	45	26.11.2018 ...
	Th...	Science & T...	00:04:34	hd	27,868	547	40	154	18.12.2013 ...
	Ho...	Film & Anim...	00:06:34	hd	87,723	3,306	138	869	13.07.2017 ...
	Yo...	People & Bl...	00:08:32	hd	4,694	362	10	216	17.10.2018 ...

Why is this helpful?

If you see that the first page is packed with massively successful videos, you probably want to scratch that keyword off of your list.

(It takes A LOT of time and energy to make a video. And don't want to create a video that's going to get buried.)

This competition analysis feature helps you avoid this pesky problem.

YouTube Studio Stats

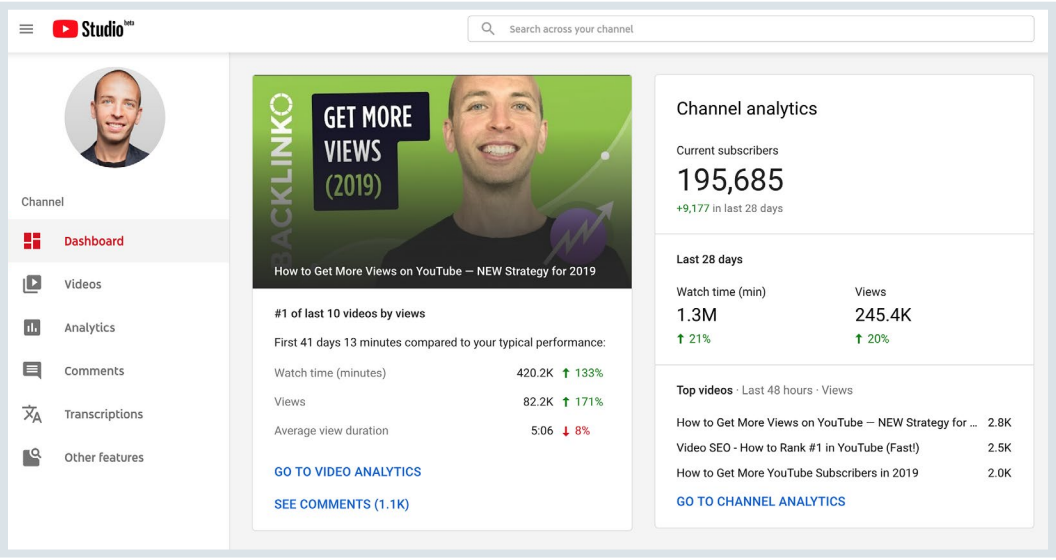
I saved the best for last.

If your channel has at least some traction, YouTube Studio will be your BEST source of awesome keywords.

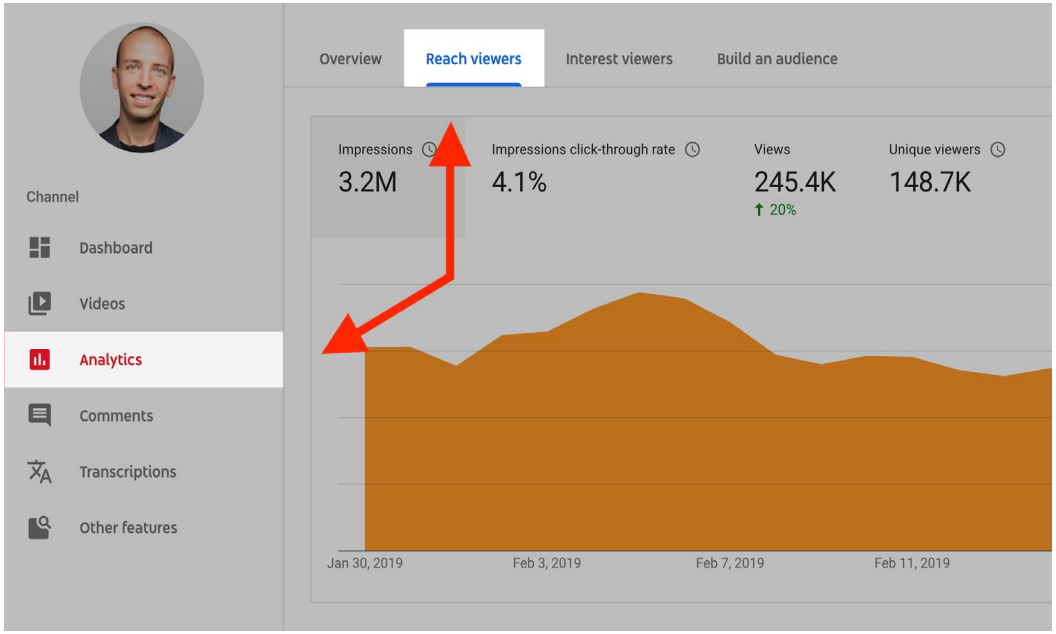
Why? Because YouTube Studio shows you keywords that you already rank for.

Let me show you how it's done:

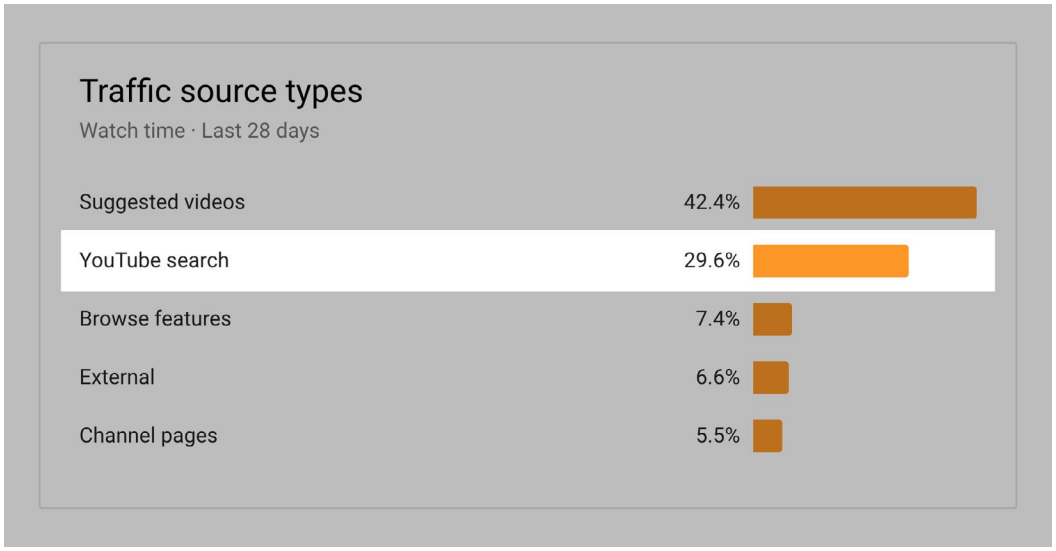
#1: First, head over to your YouTube Studio dashboard.


Studio
Search across your channel
Channel
Dashboard
Videos
Analytics
Comments
Transcriptions
Other features
GET MORE VIEWS (2019)
How to Get More Views on YouTube — NEW Strategy for 2019
#1 of last 10 videos by views
First 41 days 13 minutes compared to your typical performance:
Watch time (minutes) 420.2K ↑ 133%
Views 82.2K ↑ 171%
Average view duration 5:06 ↓ 8%
GO TO VIDEO ANALYTICS
SEE COMMENTS (1.1K)
Channel analytics
Current subscribers
195,685
+9,177 in last 28 days
Last 28 days
Watch time (min)
1.3M
↑ 21%
Views
245.4K
↑ 20%
Top videos · Last 48 hours · Views
How to Get More Views on YouTube — NEW Strategy for ... 2.8K
Video SEO - How to Rank #1 in YouTube (Fast!) 2.5K
How to Get More YouTube Subscribers in 2019 2.0K
GO TO CHANNEL ANALYTICS

#2: Click “Analytics” and “Reach Viewers”:



#3: Click on “Traffic Source: YouTube Search”.



#4: Voila! You can see all of the keywords that you rank for:

Traffic source > YouTube search	Views	Average view duration	Watch time (minutes)
Total	77,166 100.0%	4:51	374,691 100.0%
how to get more views on youtube	7,329 9.5%	5:06	37,385 10.0%
how to get views on youtube	7,800 10.1%	4:37	36,099 9.6%
youtube seo	1,751 2.3%	6:18	11,048 2.9%
brian dean	1,006 1.3%	4:36	4,629 1.2%
seo	991 1.3%	4:18	4,269 1.1%
backlinko	883 1.1%	4:28	3,945 1.1%
how to get more subscribers on youtube	1,035 1.3%	3:33	3,675 1.0%
seo tutorial	683 0.9%	5:19	3,640 1.0%
how to get more views	657 0.9%	4:42	3,098 0.8%
seo youtube	557 0.7%	5:32	3,088 0.8%
how to get youtube views	555 0.7%	5:14	2,912 0.8%
keyword research	490 0.6%	5:40	2,779 0.7%
how to get views	578 0.7%	4:18	2,488 0.7%
get more views on youtube	374 0.5%	5:51	2,188 0.6%
how to get subscribers on youtube fast	698 0.9%	2:48	1,965 0.5%
how to increase views on youtube	327 0.4%	5:57	1,947 0.5%

You can do two things with the keywords that you find on this list...

Thing #1: Optimize an Existing Video Around That Keyword

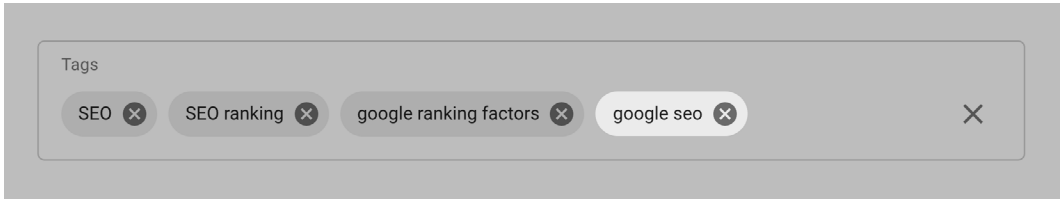
If you have a video that ranks for a keyword — but it's not well optimized for that specific keyword — optimize your video for that term.

With some video on-page SEO, you can usually blast your way to the top of the search results.

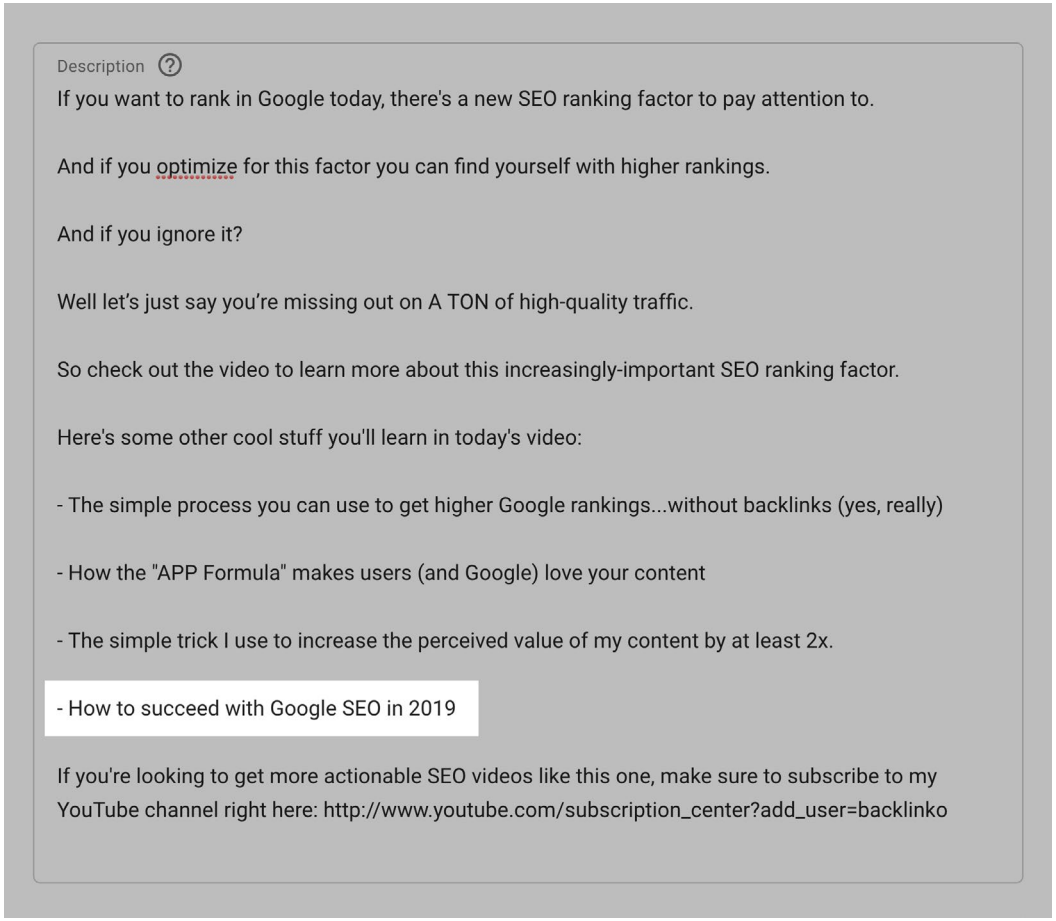
For example, this video of mine ranks #7 for "Google SEO"

But this video isn't well optimized around that keyword.

#1: So all I'd need to do is add that term as a tag...



#2: ...and mention it in my video description. Simple yet effective.


Description
If you want to rank in Google today, there's a new SEO ranking factor to pay attention to.
And if you optimize for this factor you can find yourself with higher rankings.
And if you ignore it?
Well let's just say you're missing out on A TON of high-quality traffic.
So check out the video to learn more about this increasingly-important SEO ranking factor.
Here's some other cool stuff you'll learn in today's video:
- The simple process you can use to get higher Google rankings...without backlinks (yes, really)
- How the "APP Formula" makes users (and Google) love your content
- The simple trick I use to increase the perceived value of my content by at least 2x.
- How to succeed with Google SEO in 2019
If you're looking to get more actionable SEO videos like this one, make sure to subscribe to my YouTube channel right here: http://www.youtube.com/subscription_center?add_user=backlinko

Thing #2: Create a New Video For That Keyword

This is pretty straightforward:

Instead of optimizing an old video around a keyword, create a whole new video.

This way, your video is laser-targeted for that keyword. Which means it's likely to rank better than a video that's only partially optimized around that term

OK, so you have a list of keywords in-hand. Nice work.

What's next?

It's time to create an awesome video. And that's exactly what I'll show you how to do in Chapter 2.

Chapter 2

Create Awesome Videos

If you want to rank in YouTube, your videos need to be awesome.

The question is:

What does “awesome” actually mean?

A video that’s “awesome” to me might make you want to toss your laptop out the window.

Well in the world of YouTube, “awesome” is measured by a few key metrics, like:

- Session Time
- Watch Time
- Audience Retention
- Engagement
- CTR

And when you create videos with these YouTube ranking factors in mind, you can find yourself sitting pretty at the top of the search results.

With that, it’s time for me to break down each of these ranking signals...

...and show you how to create videos optimized for each one.

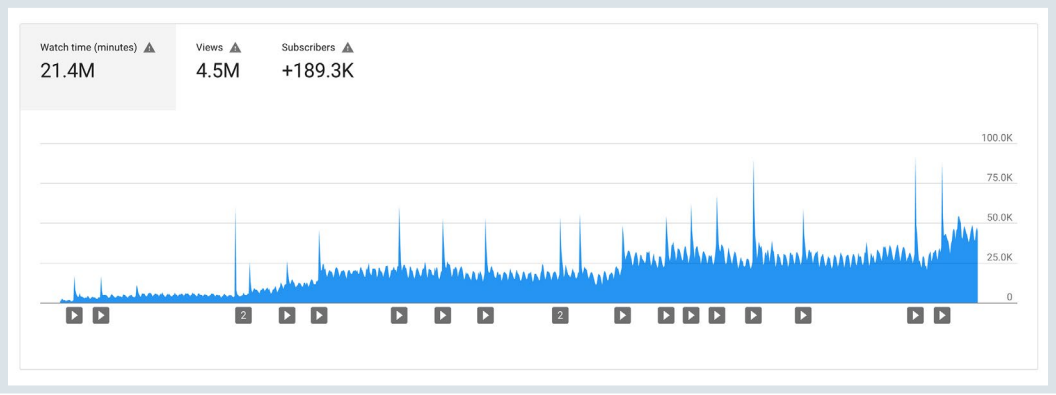
Total Watch Time

Total Watch Time is likely YouTube's #1 ranking factor.

What is Total Watch Time?

Total Watch Time (TWT) is the amount of watch time minutes that your video accrues.

You can see this metric in YouTube Studio:



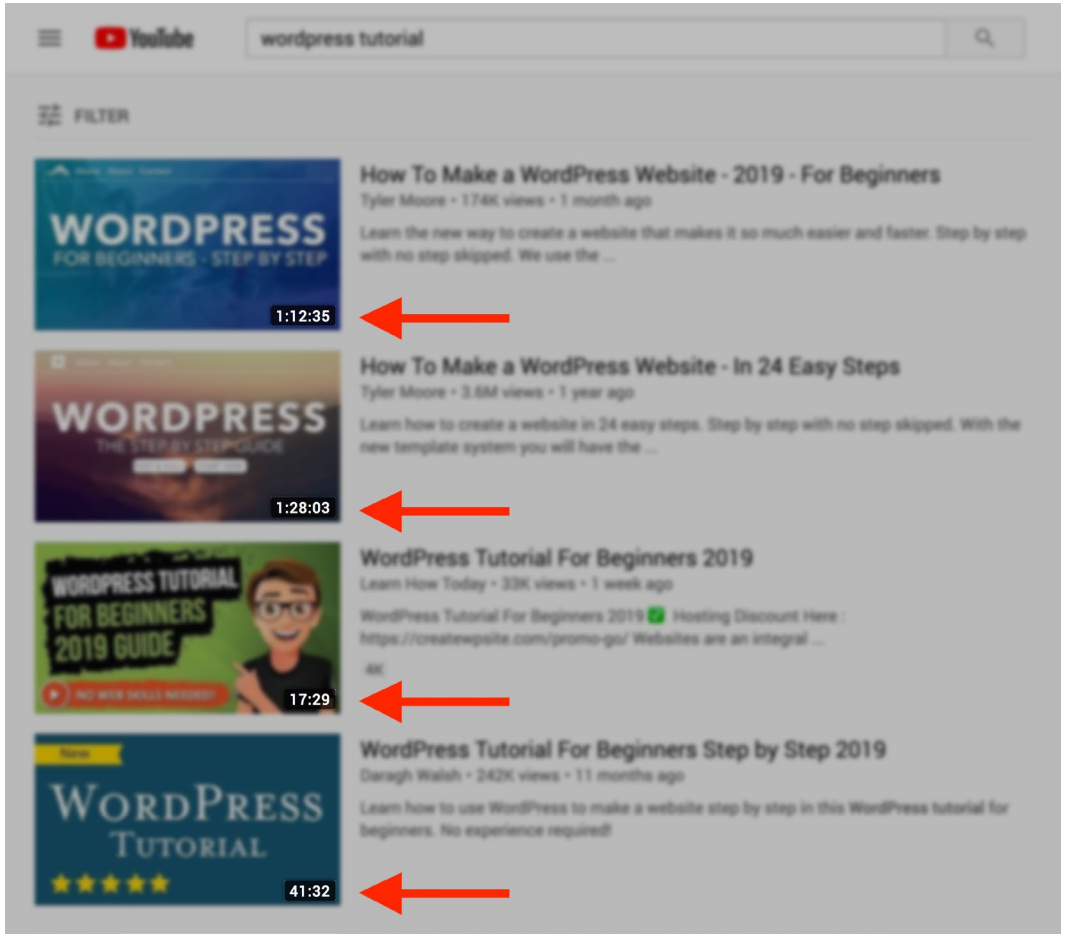
How can you optimize for TWT?

First, create long videos.

Let's say you publish two videos:

Video A is 12 minutes. Video B is 4 minutes. And on average, people watch about 40% of each video. At the end of the day, Video A will have 3x the watch time of video B!

In fact, if you look at the results for competitive keywords, you'll notice that the top-ranking videos are pretty darn long:


YouTube
wordpress tutorial
FILTER
WORDPRESS
FOR BEGINNERS - STEP BY STEP
1:12:35
How To Make a WordPress Website - 2019 - For Beginners
Tyler Moore • 174K views • 1 month ago
Learn the new way to create a website that makes it so much easier and faster. Step by step with no step skipped. We use the ...
WORDPRESS
1:28:03
How To Make a WordPress Website - In 24 Easy Steps
Tyler Moore • 3.6M views • 1 year ago
Learn how to create a website in 24 easy steps. Step by step with no step skipped. With the new template system you will have the ...
WORDPRESS TUTORIAL
FOR BEGINNERS
2019 GUIDE
17:29
WordPress Tutorial For Beginners 2019
Learn How Today • 33K views • 1 week ago
WordPress Tutorial For Beginners 2019 Hosting Discount Here : https://createwpsite.com/promo-go/ Websites are an integral ...
4K
WORDPRESS
TUTORIAL
41:32
WordPress Tutorial For Beginners Step by Step 2019
Daragh Walsh • 242K views • 11 months ago
Learn how to use WordPress to make a website step by step in this WordPress tutorial for beginners. No experience required!

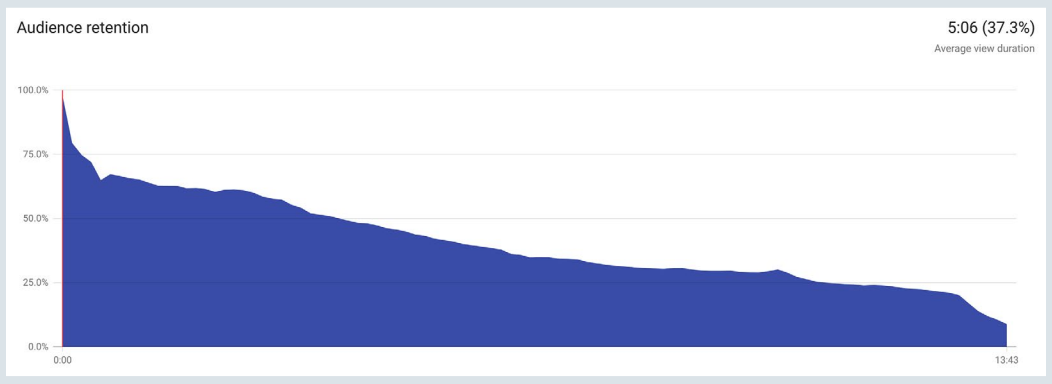
Second, create videos that maximize audience retention.

I'll show you how to do that right now.

Audience Retention

YouTube's other big "on video" ranking signal is audience retention.

Audience retention is the amount of your video (as a percentage) that people watch.



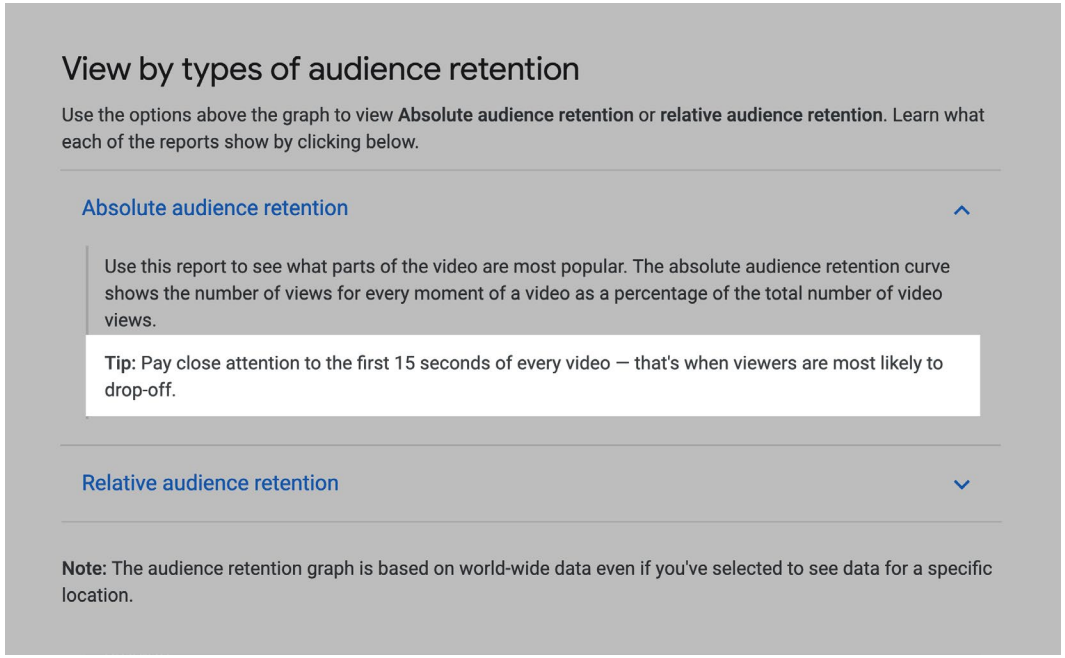
Obviously, the more of your video people watch, the better.

Here's how to maximize your video's audience retention:

Focus On The First 15 Seconds

The first 15 seconds of your video is HUGE.

In fact, YouTube recommends focusing on this critical part of your video.


View by types of audience retention
Use the options above the graph to view Absolute audience retention or relative audience retention. Learn what each of the reports show by clicking below.
Absolute audience retention
Use this report to see what parts of the video are most popular. The absolute audience retention curve shows the number of views for every moment of a video as a percentage of the total number of video views.
Tip: Pay close attention to the first 15 seconds of every video — that's when viewers are most likely to drop-off.
Relative audience retention
Note: The audience retention graph is based on world-wide data even if you've selected to see data for a specific location.

Why?

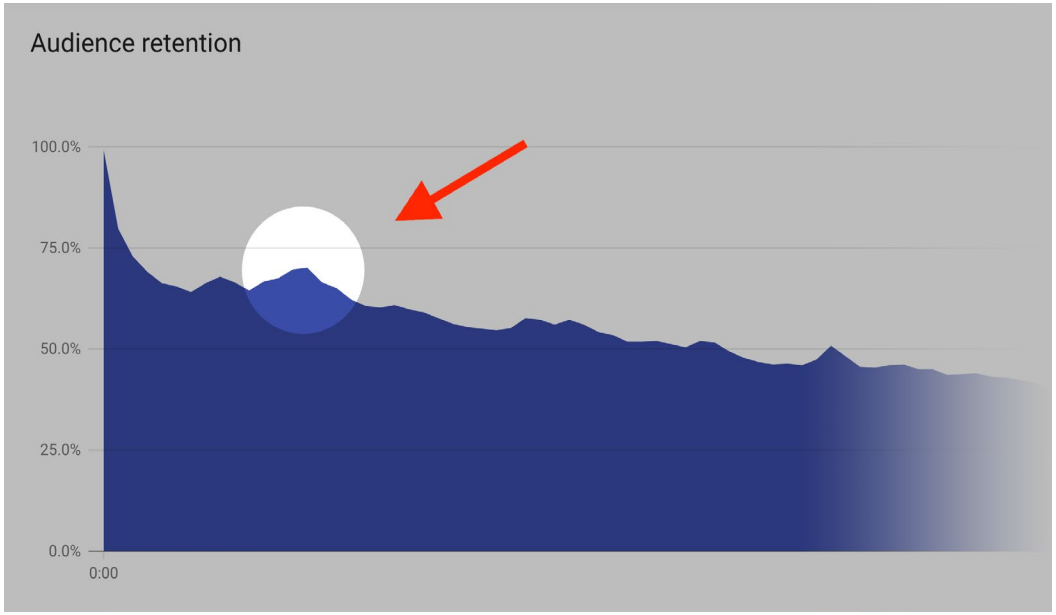
Because their data has found that if you hook someone in the first 15 seconds, you've hooked them for good.

(The opposite is also true. If you lose someone in the first 15 seconds, they're not going to stick around).

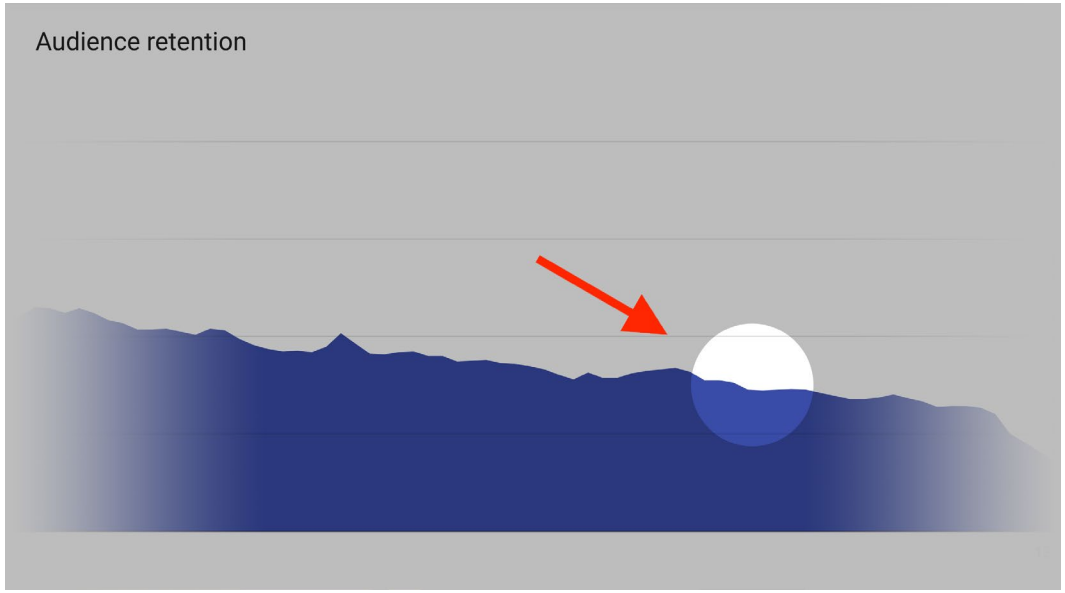
Look For Peaks and Valleys

Spend a few minutes checking out the audience retention reports for your videos.

Specifically, look for spots where audience retention peaks...



...and drops:



Then, in future videos, double down on what works. And eliminate elements of your video that's making people click away.

Use “Pattern Interrupts”

Pattern interrupts are moments in your video where you change things up.

And sprinkling in one or two Pattern Interrupts per video can make a BIG difference in your audience retention.

I always add 1-2 pattern interrupts per video (usually me doing something silly):

These brief funny moments reset people’s attention. And instead of clicking away, they keep watching.

Session Watch Time

Session Watch Time is YouTube's "uber metric".

It's basically how long viewers spend on YouTube's platform after seeing your video.

When YouTube confirmed this ranking factor they stated:

> "As with previous optimizations to our discovery features, this should benefit your channel if your videos drive more viewing time across YouTube."

In other words: "We reward videos that keep people on YouTube."

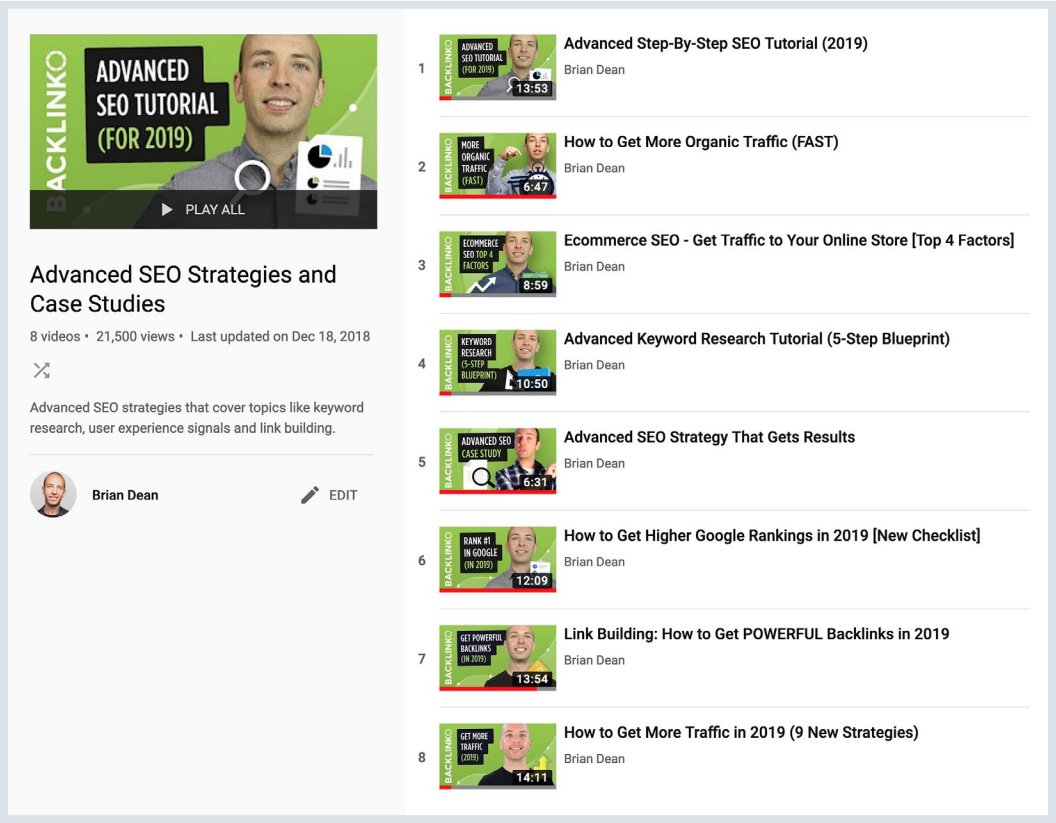
Unfortunately there's no way to directly measure Session Watch Time.

(Why? If someone clicks on a video that doesn't belong to you, you can't see any analytics for that video. But it WILL add to your video's Session Watch Time)

If you can't measure Session Watch Time, how can you optimize for it?

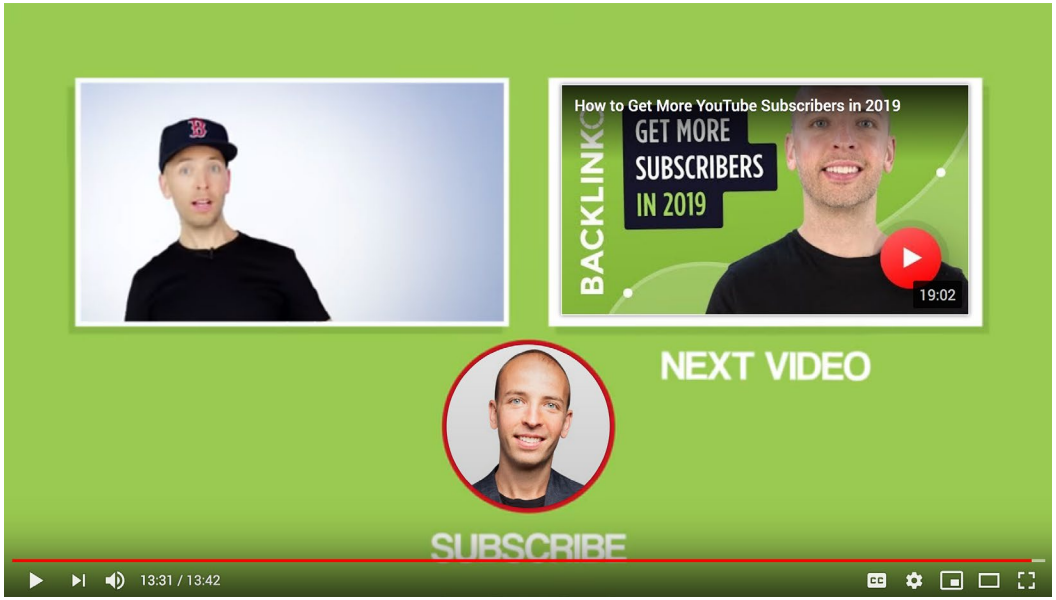
#1: First, create playlists.

That way, your Session Watch Time automatically increases whenever someone watches your playlist.


ADVANCED SEO TUTORIAL (FOR 2019)
PLAY ALL
Advanced SEO Strategies and Case Studies
8 videos • 21,500 views • Last updated on Dec 18, 2018
Advanced SEO strategies that cover topics like keyword research, user experience signals and link building.
Brian Dean
EDIT
1 Advanced Step-By-Step SEO Tutorial (2019) Brian Dean 13:53
2 How to Get More Organic Traffic (FAST) Brian Dean 6:47
3 Ecommerce SEO - Get Traffic to Your Online Store [Top 4 Factors] Brian Dean 8:59
4 Advanced Keyword Research Tutorial (5-Step Blueprint) Brian Dean 10:50
5 Advanced SEO Strategy That Gets Results Brian Dean 6:31
6 How to Get Higher Google Rankings in 2019 [New Checklist] Brian Dean 12:09
7 Link Building: How to Get POWERFUL Backlinks in 2019 Brian Dean 13:54
8 How to Get More Traffic in 2019 (9 New Strategies) Brian Dean 14:11

(A win-win)

#2: Next, include links to one of your other videos at the end of each video...and a link to your channel:



(You'll need to use YouTube's End Screen feature to set this up).

Again, this encourages your user to stay on YouTube instead of clicking away.

User Engagement

Now it's time for another key video ranking signal: User Engagement.

YouTube doesn't want their users to passively sit back and watch your video.

Instead, they want to see that people **actively engage with your video.**

Specifically they measure how many people:

- Like
- Comment
- Subscribe
- Share
- Add your video to a playlist

The more of these signals YouTube sees, the more they know that your video is keeping their users engaged on the platform.

Here are 3 tips to maximize user engagement signals:

#1: Ask People to Comment on Your Videos

People LOVE giving their opinions.

But people HATE thinking.

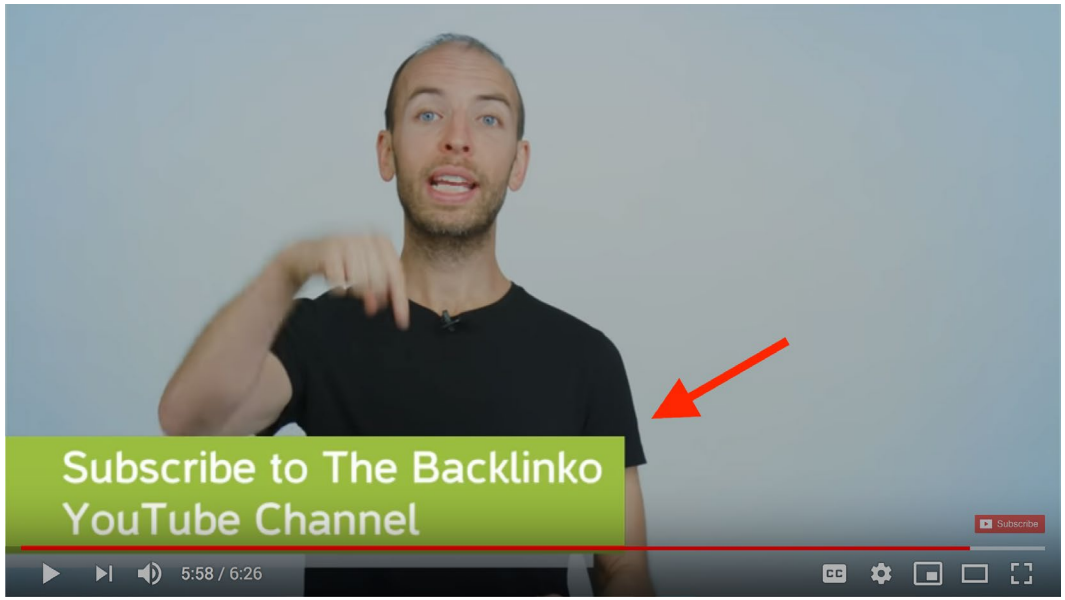
So to increase the odds that people comment on your video, **give your viewers something specific to comment on.**

#2: Add a Clear “Subscribe” CTA To Your Script

Don’t be afraid to ask people to subscribe to your channel.

In fact, I recommend adding a clear call-to-action at the end of every video, like this:

(Yes, I realize that I look crazy in that shot)

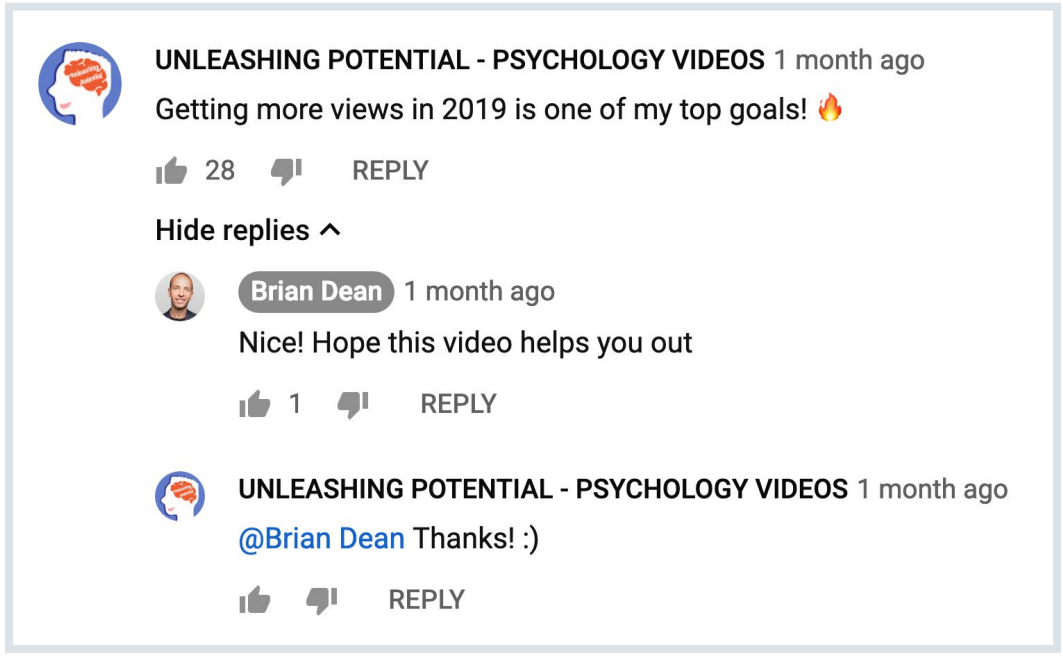


#3: Reply to Comments

When you reply to comments, you encourage more people to comment.

More comments=more engagement=higher rankings.

I make sure to reply to 100% of the comments that come in during the first 24 hours that my video goes live:

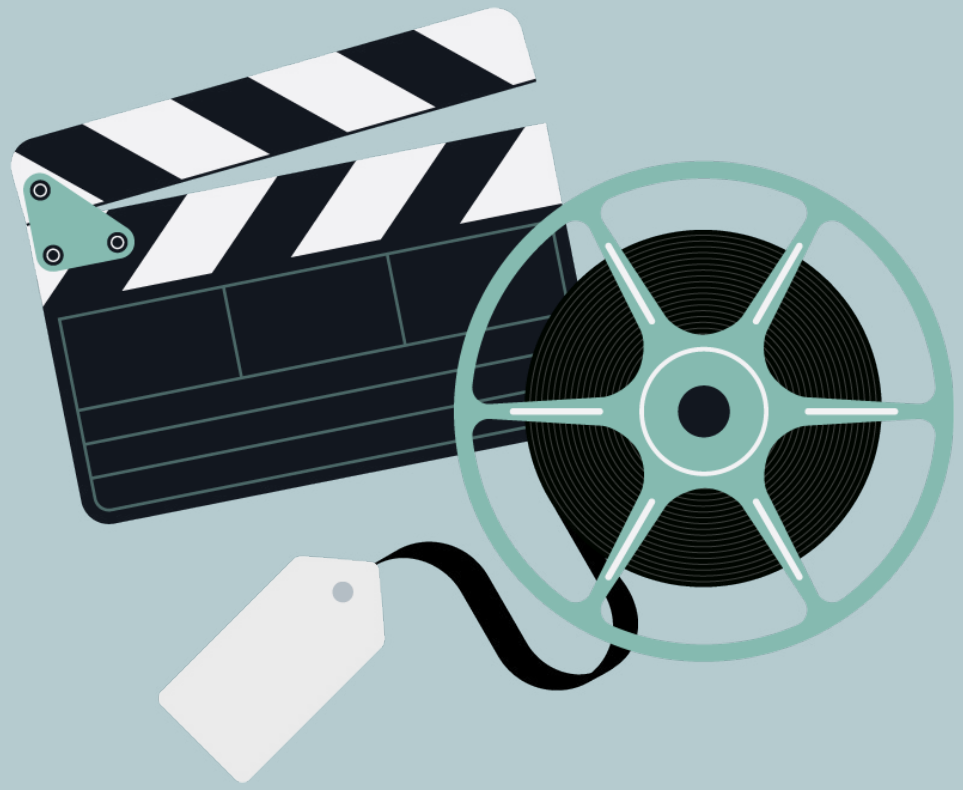

UNLEASHING POTENTIAL - PSYCHOLOGY VIDEOS 1 month ago
Getting more views in 2019 is one of my top goals! 🔥
28
REPLY
Hide replies
Brian Dean 1 month ago
Nice! Hope this video helps you out
1
REPLY
UNLEASHING POTENTIAL - PSYCHOLOGY VIDEOS 1 month ago
@Brian Dean Thanks! :)
REPLY

Now that you have an awesome video, it's time to keyword-optimize it.

That's what Chapter 3 will show you how to do.

Chapter 3

Video Optimization



Like with a blog post, there's more to video SEO than publishing an awesome piece of content and hoping for the best.

You also need to optimize your video around keywords that people use on YouTube (and in Google).

Here's how:

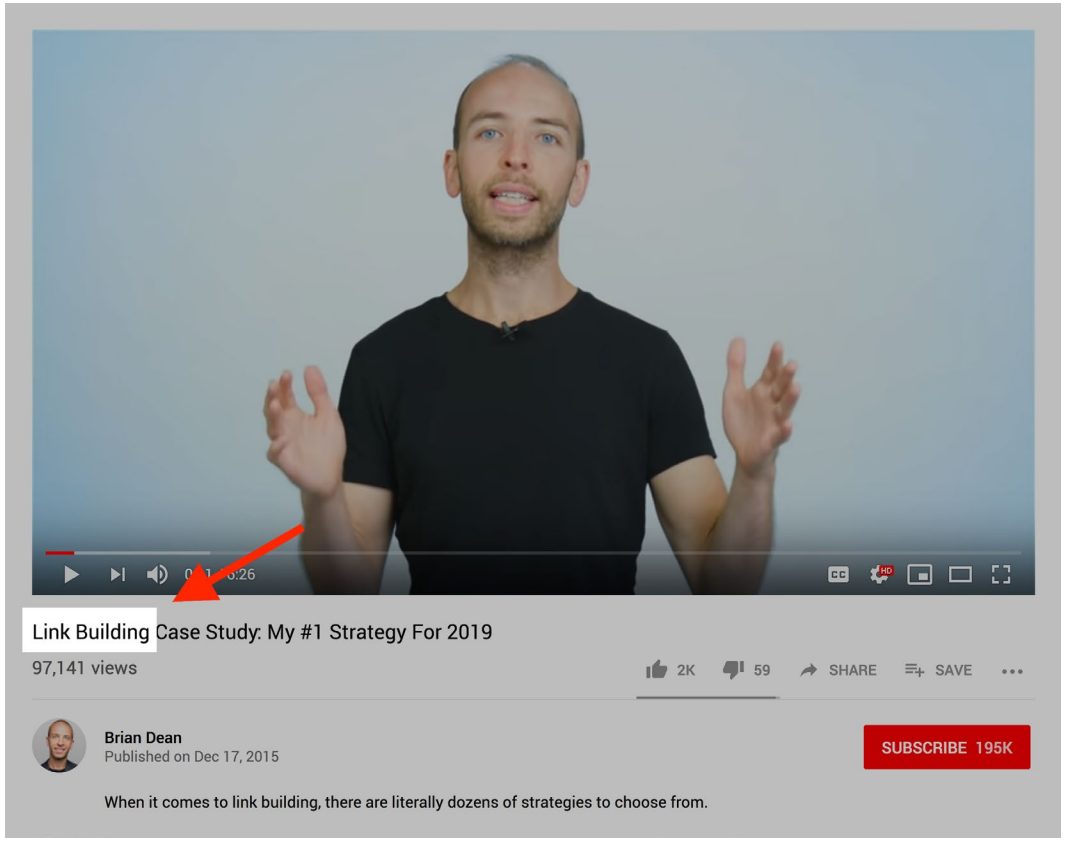
Video Title

You have two goals with your video title:

Goal #1: Include your target keyword.

Goal #2: Maximize click-through-rate (CTR).

I'll show you everything you need to know about CTR later in this chapter. But for now, let's focus on keyword-optimizing your title. All you need to do here is include your target keyword ONCE in your title.

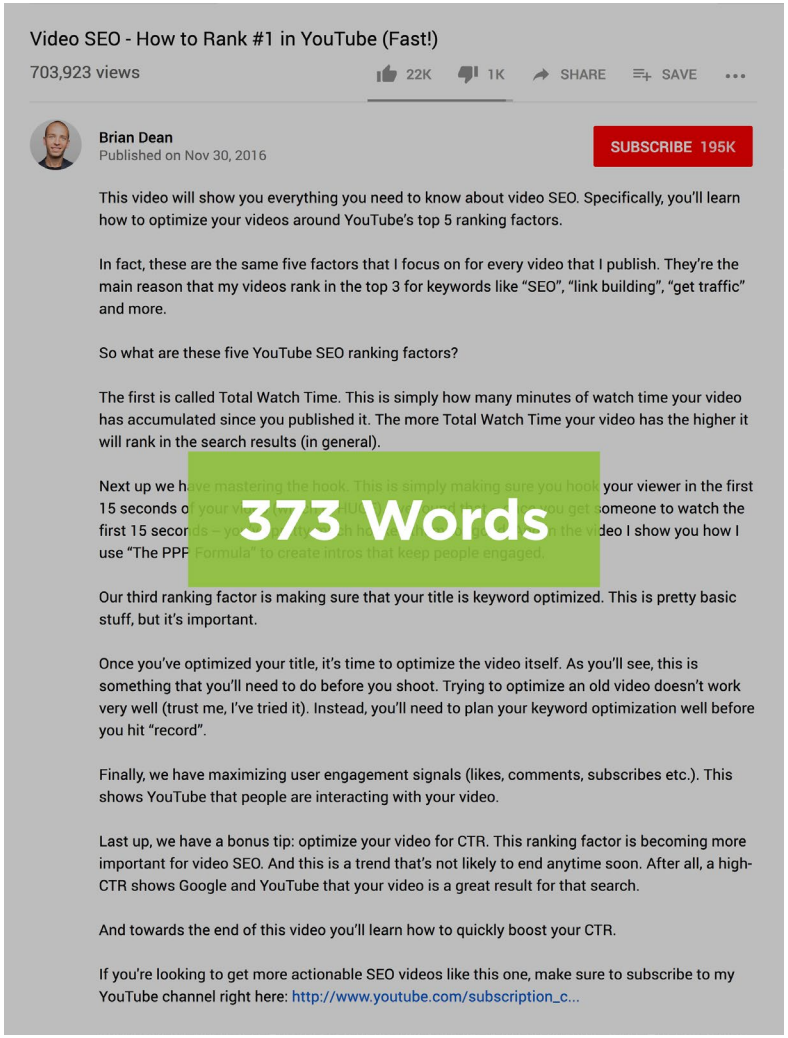


Video Description

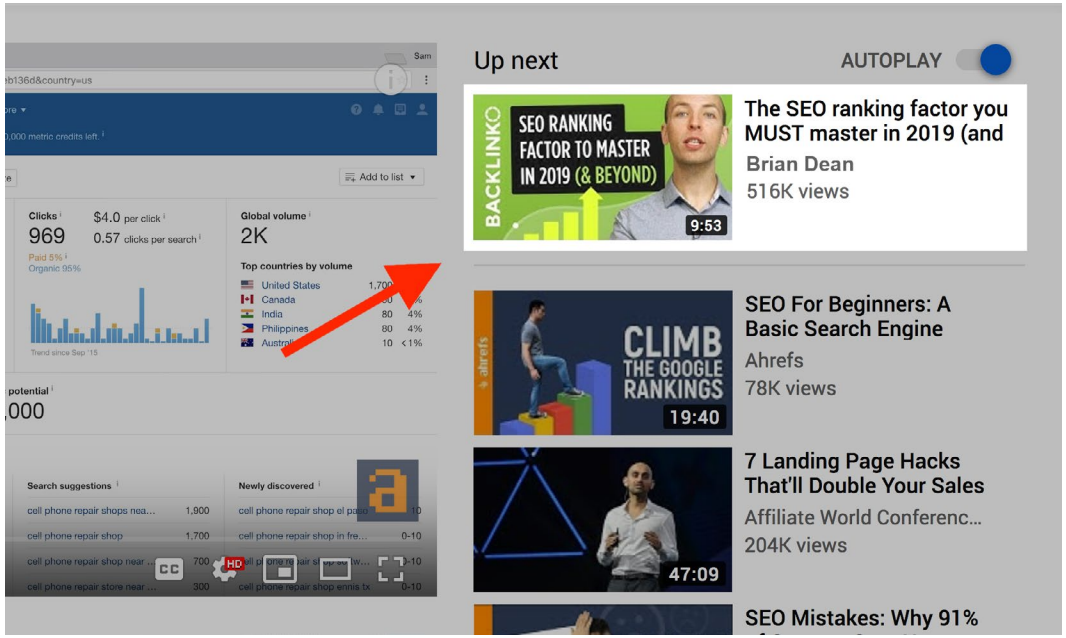
I recommend writing 200+ word descriptions for each video.

Why?

Longer descriptions give YouTube a deeper understanding of your video's topic.


Video SEO - How to Rank #1 in YouTube (Fast!)
703,923 views
22K
1K
SHARE
SAVE
Brian Dean
Published on Nov 30, 2016
SUBSCRIBE 195K
This video will show you everything you need to know about video SEO. Specifically, you'll learn how to optimize your videos around YouTube's top 5 ranking factors.
In fact, these are the same five factors that I focus on for every video that I publish. They're the main reason that my videos rank in the top 3 for keywords like "SEO", "link building", "get traffic" and more.
So what are these five YouTube SEO ranking factors?
The first is called Total Watch Time. This is simply how many minutes of watch time your video has accumulated since you published it. The more Total Watch Time your video has the higher it will rank in the search results (in general).
373 Words
Our third ranking factor is making sure that your title is keyword optimized. This is pretty basic stuff, but it's important.
Once you've optimized your title, it's time to optimize the video itself. As you'll see, this is something that you'll need to do before you shoot. Trying to optimize an old video doesn't work very well (trust me, I've tried it). Instead, you'll need to plan your keyword optimization well before you hit "record".
Finally, we have maximizing user engagement signals (likes, comments, subscribes etc.). This shows YouTube that people are interacting with your video.
Last up, we have a bonus tip: optimize your video for CTR. This ranking factor is becoming more important for video SEO. And this is a trend that's not likely to end anytime soon. After all, a high-CTR shows Google and YouTube that your video is a great result for that search.
And towards the end of this video you'll learn how to quickly boost your CTR.
If you're looking to get more actionable SEO videos like this one, make sure to subscribe to my YouTube channel right here: http://www.youtube.com/subscription_c...

And this deeper understanding helps your video show up as a suggested video on more videos:



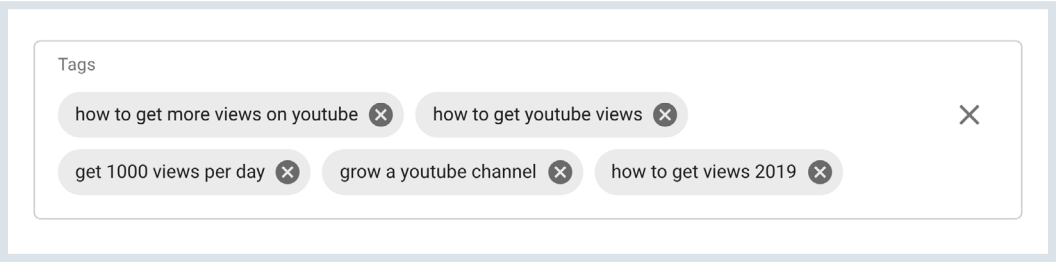
YouTube Video Tags

Tags aren't nearly as important as they were back in the day.

That said, YouTube still asks for tags. So I recommend using them.

I honestly don't put a ton of thought into tags.

I simply include 5-ish tags that make sense for my video.


Tags
how to get more views on youtube
how to get youtube views
get 1000 views per day
grow a youtube channel
how to get views 2019

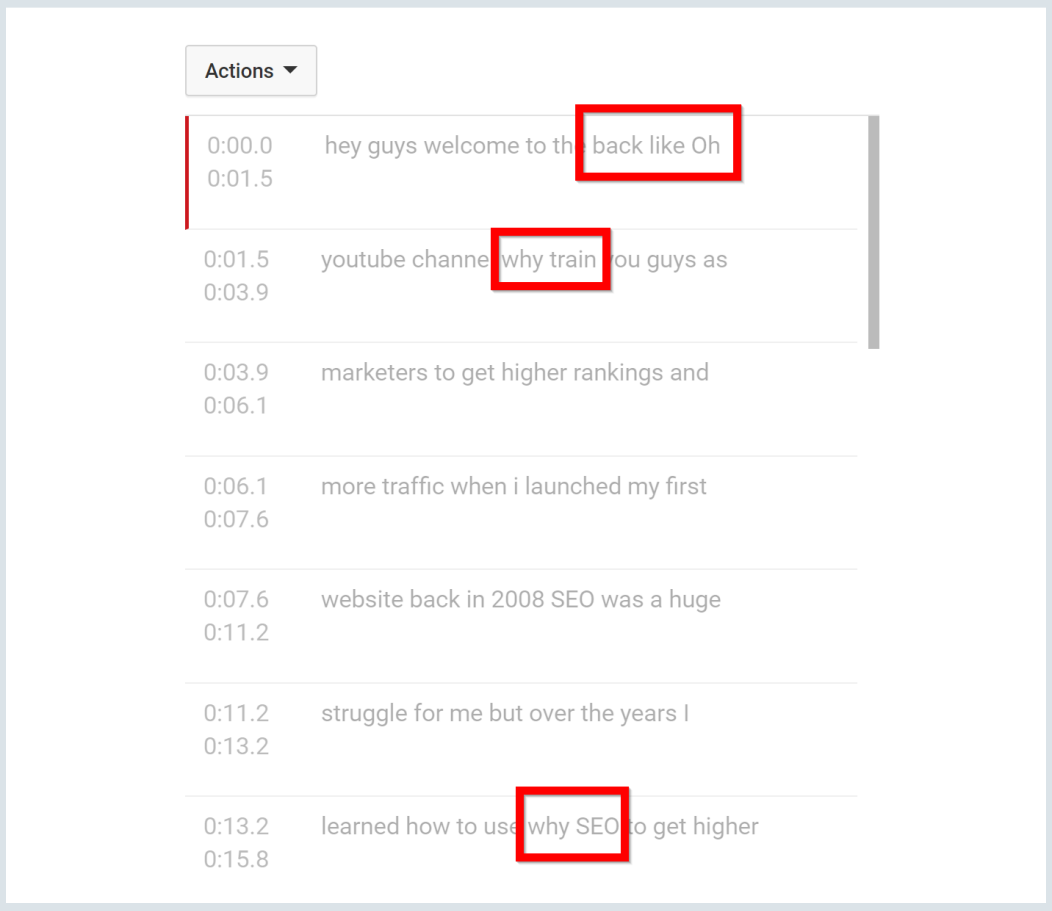
And I make sure that one of the tags is my target keyword.

That's it.

Say Your Target Keyword in Each Video

Remember that YouTube can understand what you say in your video.

They're not perfect at it...


Actions
0:00.0 0:01.5 hey guys welcome to th back like Oh
0:01.5 0:03.9 youtube channe why train ou guys as
0:03.9 0:06.1 marketers to get higher rankings and
0:06.1 0:07.6 more traffic when i launched my first
0:07.6 0:11.2 website back in 2008 SEO was a huge
0:11.2 0:13.2 struggle for me but over the years I
0:13.2 0:15.8 learned how to use why SEO to get higher

...but in my experience they correctly understand 90% of the words in a given video.

Plus, you can upload a transcript to make sure YouTube gets every word right (more on that next).

And when YouTube hears you say your target keyword in your video, it helps them understand that your video is about that keyword.

That's why I make sure to say my keyword once or twice per video:

Upload a Transcript

A transcript helps YouTube fully understand your video's topic.

In my experience, this helps your video show up in more suggested videos.

Optimize Your Video for CTR

My experiments have revealed that YouTube uses CTR as a BIG ranking signal.

If lots of people search for a keyword in YouTube — and click on your result — you'll likely get a rankings boost.

The question is:

How can you optimize your video for CTR?

CTR Booster #1: Compelling Title.

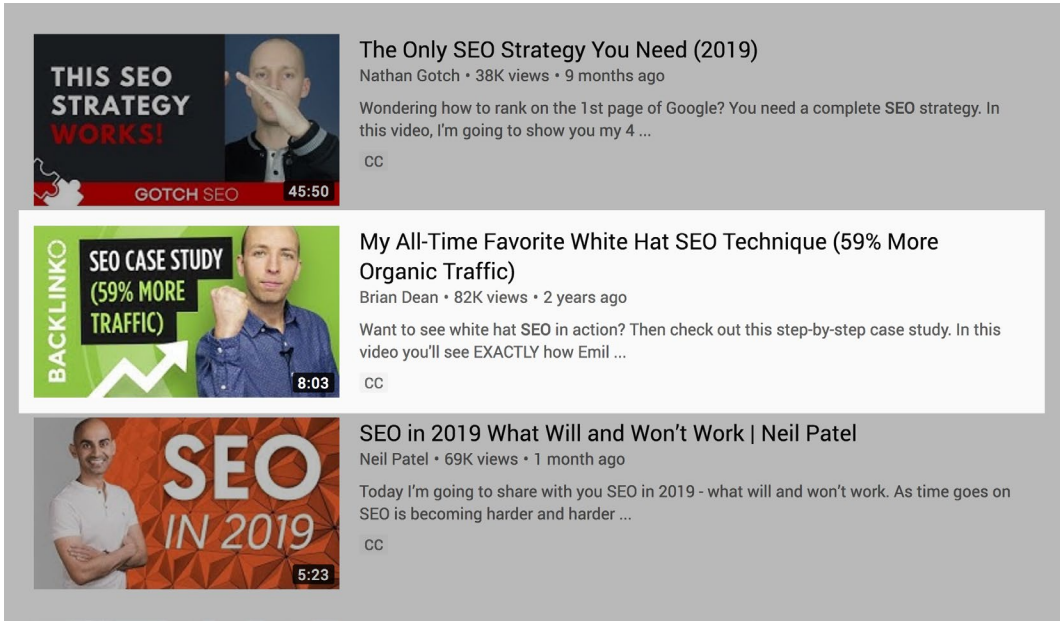
Yes, you want to include your target keyword in your video title. But the rest of your title should be dedicated to attracting more clicks.

Pro Tip: Don't use clickbait titles. Yes, you'll get more clicks in the short-term. But your audience retention numbers will make YouTube bury your video.

CTR Booster #2: Eye-Catching Thumbnails.

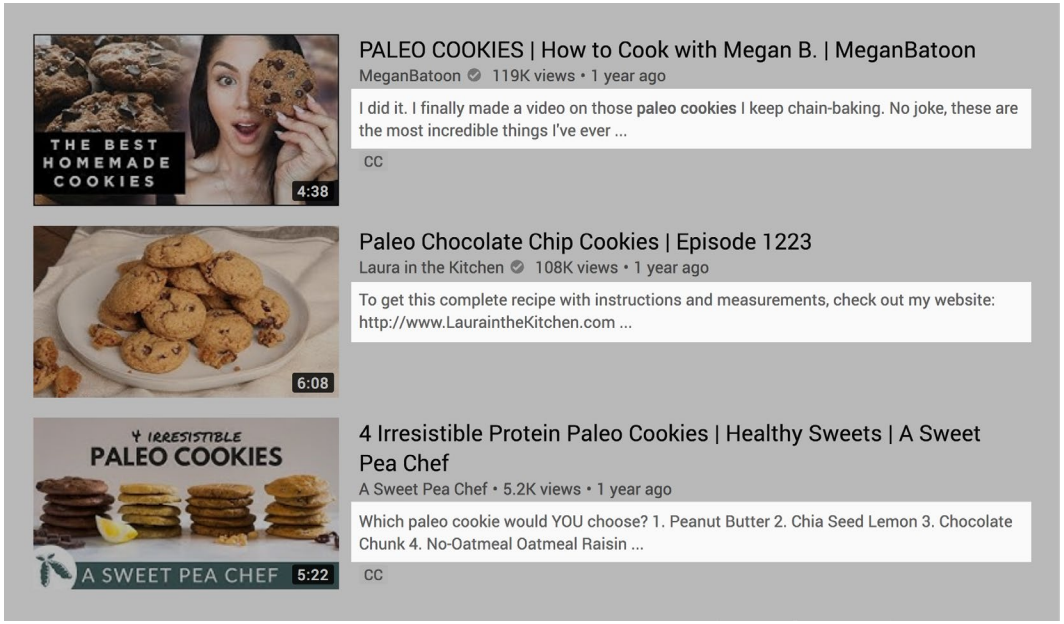
Pro YouTubers know that your thumbnail can make or break your video's success.

So make sure to create a custom thumbnail that stands out.


THIS SEO STRATEGY WORKS!
GOTCH SEO
45:50
The Only SEO Strategy You Need (2019)
Nathan Gotch • 38K views • 9 months ago
Wondering how to rank on the 1st page of Google? You need a complete SEO strategy. In this video, I'm going to show you my 4 ...
CC
BACKLINKO
SEO CASE STUDY (59% MORE TRAFFIC)
8:03
My All-Time Favorite White Hat SEO Technique (59% More Organic Traffic)
Brian Dean • 82K views • 2 years ago
Want to see white hat SEO in action? Then check out this step-by-step case study. In this video you'll see EXACTLY how Emil ...
CC
SEO IN 2019
5:23
SEO in 2019 What Will and Won't Work | Neil Patel
Neil Patel • 69K views • 1 month ago
Today I'm going to share with you SEO in 2019 - what will and won't work. As time goes on SEO is becoming harder and harder ...
CC

CTR Booster #3: Attention-Grabbing Description.

YouTube displays the first 125 characters of your description in the search results.


THE BEST HOMEMADE COOKIES
4:38
PALEO COOKIES | How to Cook with Megan B. | MeganBatoon
MeganBatoon 119K views • 1 year ago
I did it. I finally made a video on those paleo cookies I keep chain-baking. No joke, these are the most incredible things I've ever ...
CC
6:08
Paleo Chocolate Chip Cookies | Episode 1223
Laura in the Kitchen 108K views • 1 year ago
To get this complete recipe with instructions and measurements, check out my website: http://www.LauraintheKitchen.com ...
4 IRRESISTIBLE
PALEO COOKIES
A SWEET PEA CHEF
5:22
4 Irresistible Protein Paleo Cookies | Healthy Sweets | A Sweet Pea Chef
A Sweet Pea Chef • 5.2K views • 1 year ago
Which paleo cookie would YOU choose? 1. Peanut Butter 2. Chia Seed Lemon 3. Chocolate Chunk 4. No-Oatmeal Oatmeal Raisin ...
CC

Your first 125 characters should compel someone to click on your result.

OK so you have a kick-butt video that's optimized for your target keyword.

Now it's time to dive into one of the most underrated video SEO ranking signals: channel authority.

Chapter 4

Channel Authority

Your channel's authority plays a direct and indirect role in how your videos perform in YouTube.

In general, videos published on a channel with lots of authority and a strong community will rank above the same video on a new channel.

Here's how to quickly build up your channel's authority.

Your Channel's Branding and Messaging

Here's where you answer the question:

"How is your channel different than all the others on YouTube?"

If your channel doesn't answer this question, new visitors have to wonder why you exist. And you'll miss out on potential subscribers.

But when you broadcast a consistent message, your target peeps will slam the "subscribe" button.

In my case, I knew that my target audience wanted to get "higher rankings and more traffic".

So I made my channel's slogan: "higher rankings and more traffic".

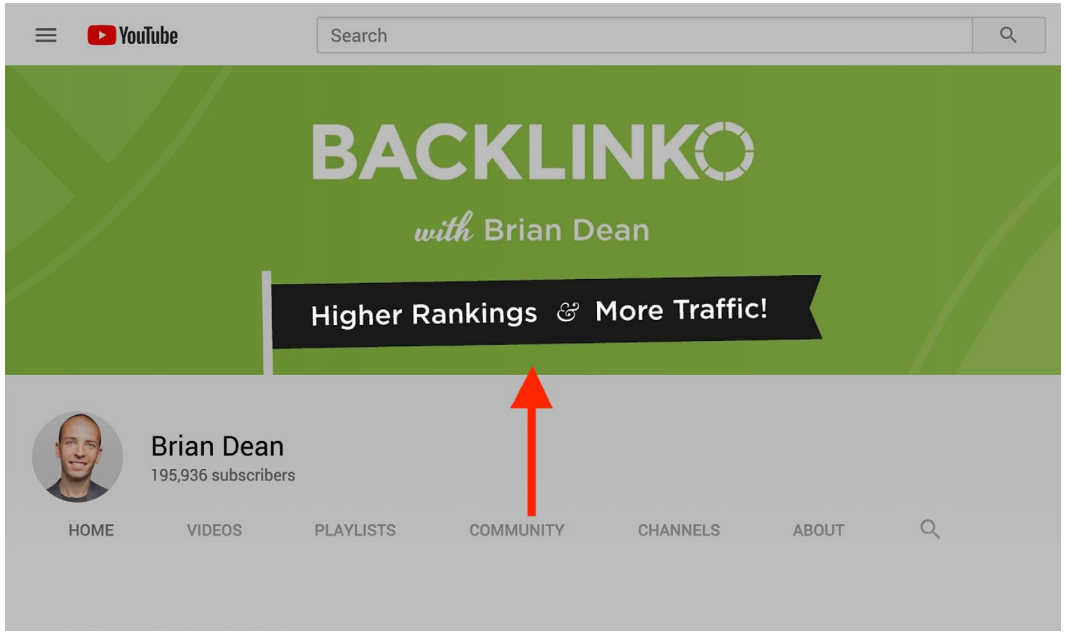
Simple, yet effective.

And in the rest of this chapter I'll show you actionable tips you can use to boost your channel's branding and authority.

Your Channel Header

Make sure to include your channel's slogan here.

Here's an example from my channel:



Animated Logo

Your animated logo is HUGE for your channel's brand.

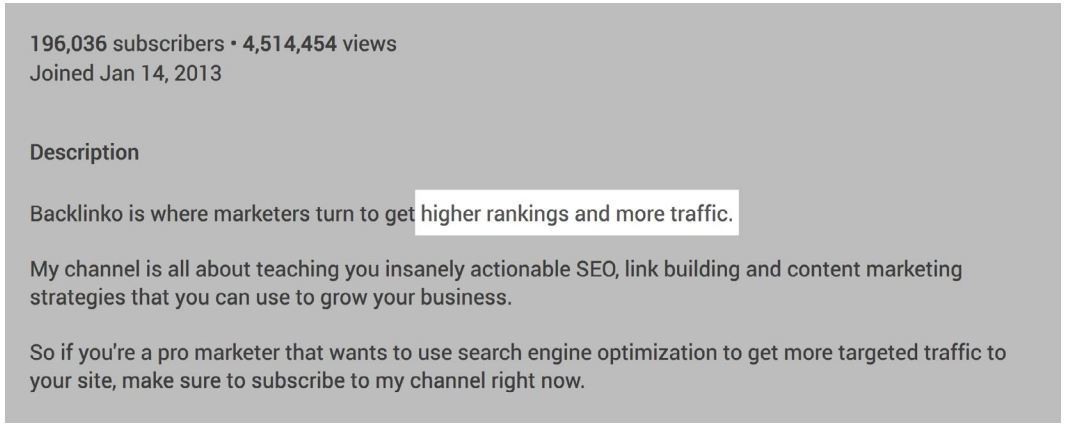
In the early days of my channel, I'd simply include my company logo:

Today, I also include my channel slogan:

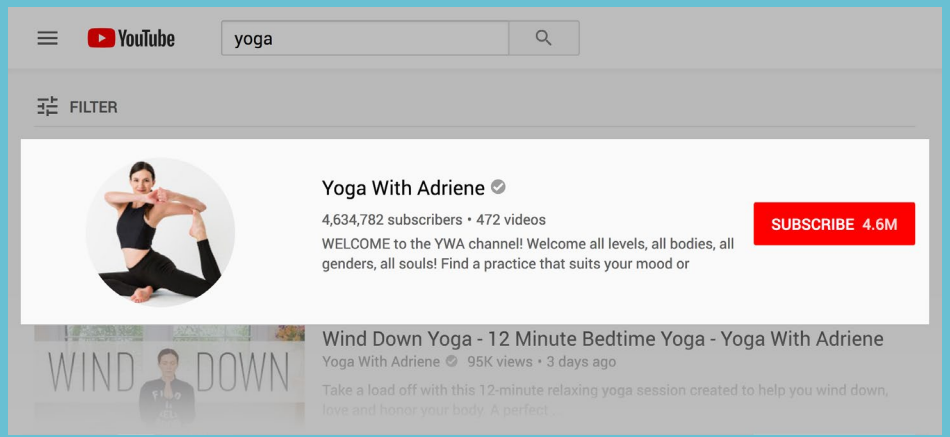
That way my brand message is reinforced with every video view.

About Page Description

Don't forget to include your slogan early in your channel's about page:


196,036 subscribers • 4,514,454 views
Joined Jan 14, 2013
Description
Backlinko is where marketers turn to get higher rankings and more traffic.
My channel is all about teaching you insanely actionable SEO, link building and content marketing strategies that you can use to grow your business.
So if you're a pro marketer that wants to use search engine optimization to get more targeted traffic to your site, make sure to subscribe to my channel right now.

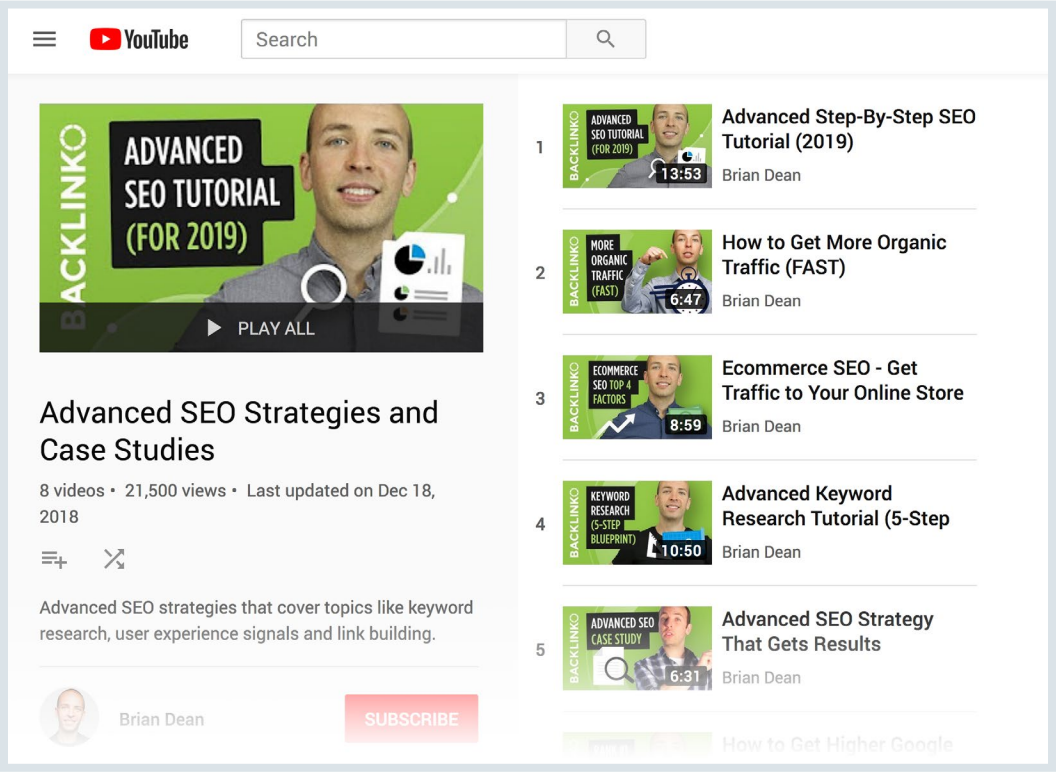
Pro Tip: Also include a few keywords in your channel description. This can help your channel show up in the search results. Here's an example:


YouTube
yoga
FILTER
Yoga With Adriene
4,634,782 subscribers • 472 videos
WELCOME to the YWA channel! Welcome all levels, all bodies, all genders, all souls! Find a practice that suits your mood or
SUBSCRIBE 4.6M
WIND DOWN
Wind Down Yoga - 12 Minute Bedtime Yoga - Yoga With Adriene
Yoga With Adriene 95K views • 3 days ago
Take a load off with this 12-minute relaxing yoga session created to help you wind down, love and honor your body. A perfect

Playlists

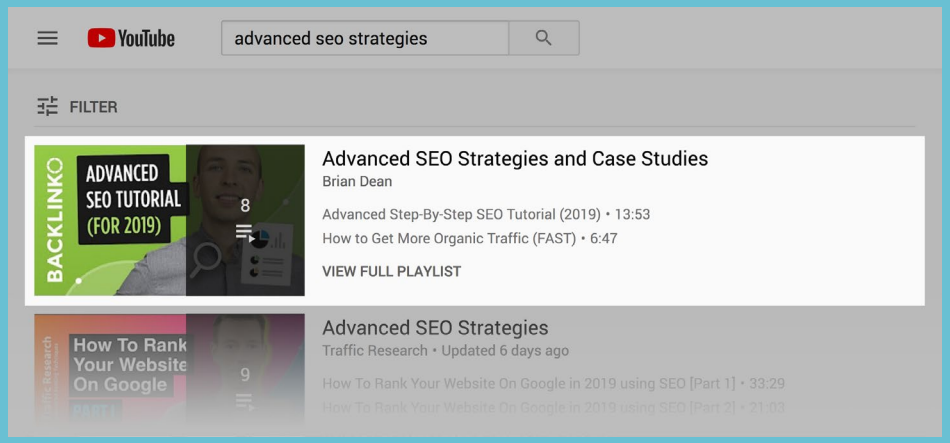
Your playlists should represent what your channel is all about.

For example, my channel has a playlist called **“Advanced SEO Strategies and Case Studies”:**



Because my channel targets pro marketers (not newbies), this playlist appeals to that group.

Pro Tip: Keyword-optimize your playlists for long tail keywords. That way your playlists can rank for that term:


YouTube
advanced seo strategies
FILTER
BACKLINKO
ADVANCED SEO TUTORIAL (FOR 2019)
8
Advanced SEO Strategies and Case Studies
Brian Dean
Advanced Step-By-Step SEO Tutorial (2019) • 13:53
How to Get More Organic Traffic (FAST) • 6:47
VIEW FULL PLAYLIST
How To Rank Your Website On Google
9
Advanced SEO Strategies
Traffic Research • Updated 6 days ago
How To Rank Your Website On Google in 2019 using SEO [Part 1] • 33:29

Number of Subscribers

Do channels with more subscribers get a built-in rankings boost?

It's hard to say.

After all, popular channels get more views every time they publish a new video.

So it's impossible to know whether your subscriber count is a direct — or indirect — ranking factor.

Either way, the more subscribers you have, the better your videos will perform in YouTube.

Here's how to get more subscribers:

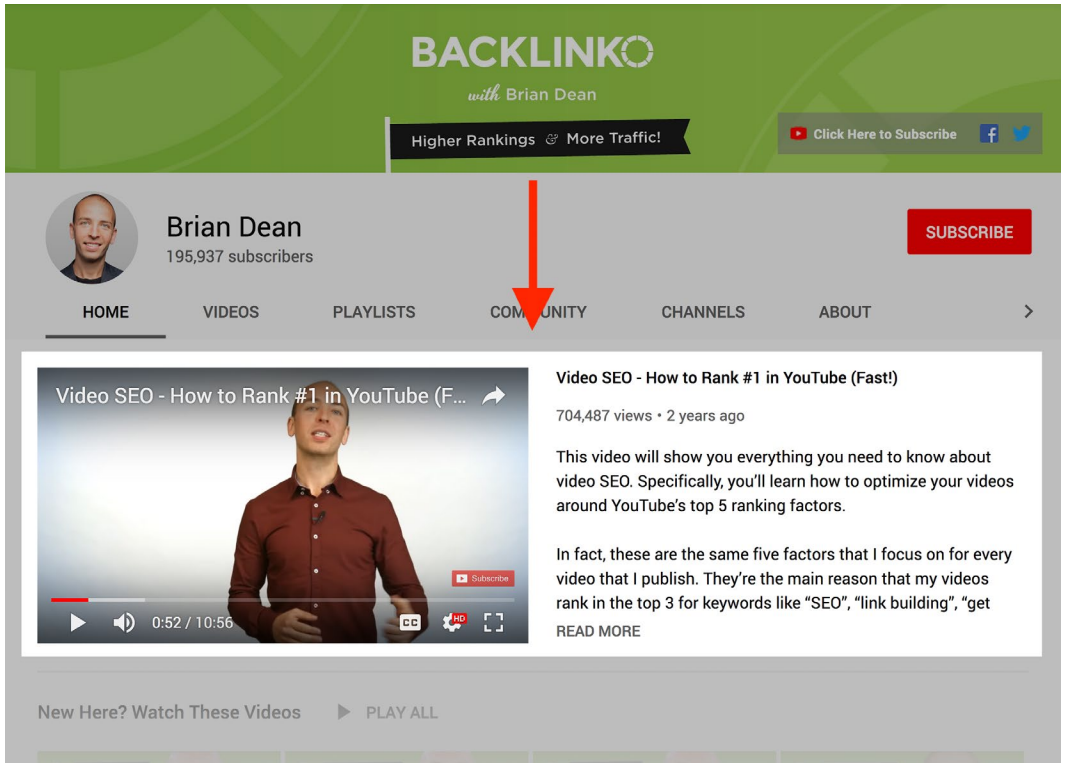
#1: Channel Trailer

Your trailer is your channel's pitch.

Besides your header, it's the first thing someone sees when they visit your channel:

You have about a minute to answer these questions from potential subscribers:

- Who are you?
- Why should I care?
- What makes your channel unique?
- Why should I subscribe?


BACKLINKO
with Brian Dean
Higher Rankings & More Traffic!
Click Here to Subscribe
Brian Dean
195,937 subscribers
SUBSCRIBE
HOME
VIDEOS
PLAYLISTS
CHANNELS
ABOUT
Video SEO - How to Rank #1 in YouTube (F...
0:52 / 10:56
Video SEO - How to Rank #1 in YouTube (Fast!)
704,487 views • 2 years ago
This video will show you everything you need to know about video SEO. Specifically, you'll learn how to optimize your videos around YouTube's top 5 ranking factors.
In fact, these are the same five factors that I focus on for every video that I publish. They're the main reason that my videos rank in the top 3 for keywords like "SEO", "link building", "get
READ MORE
New Here? Watch These Videos
PLAY ALL

But if you can answer these questions, you can turn your viewers into loyal subs.

Here's an example of an excellent trailer:

What makes this trailer awesome:

1. It's short (a shade over a minute)
2. It's funny
3. It leaves ZERO doubt about what the channel is about

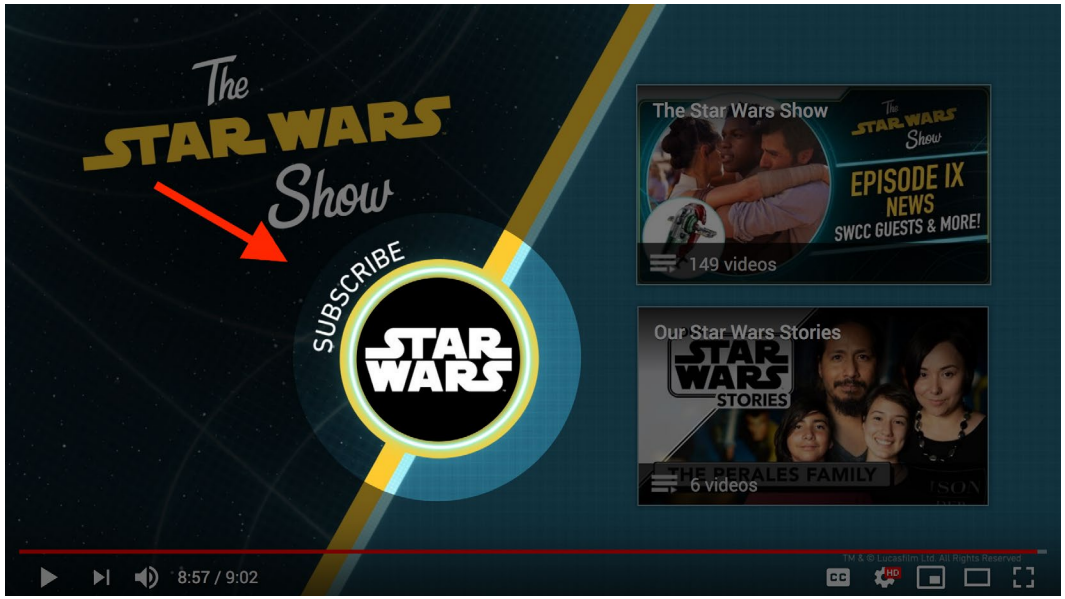
#2: Ask People To Subscribe At The End of Every Video

I mentioned this in chapter 2, but it bears repeating here.

Ask viewers to subscribe to your channel...**at the end of every video.**

If someone made it all the way to the end of your video, they're primed to subscribe. And sometimes all they need is a little nudge.

Your "subscribe to my channel" CTA is that nudge. I mean, even the Star Wars YouTube channel does it.



(Consider your subscription CTA a Jedi Mind Trick. At least that's what I do ;-D)

#3: Link to Your Channel From Your Site

Make sure to add a YouTube link to your list of social media profiles.

Chapter 5

Ranking Videos In Google

In this chapter you'll learn how to rank videos in Google.

The Secret to Getting Your Videos Ranked in Google

Here's the deal:

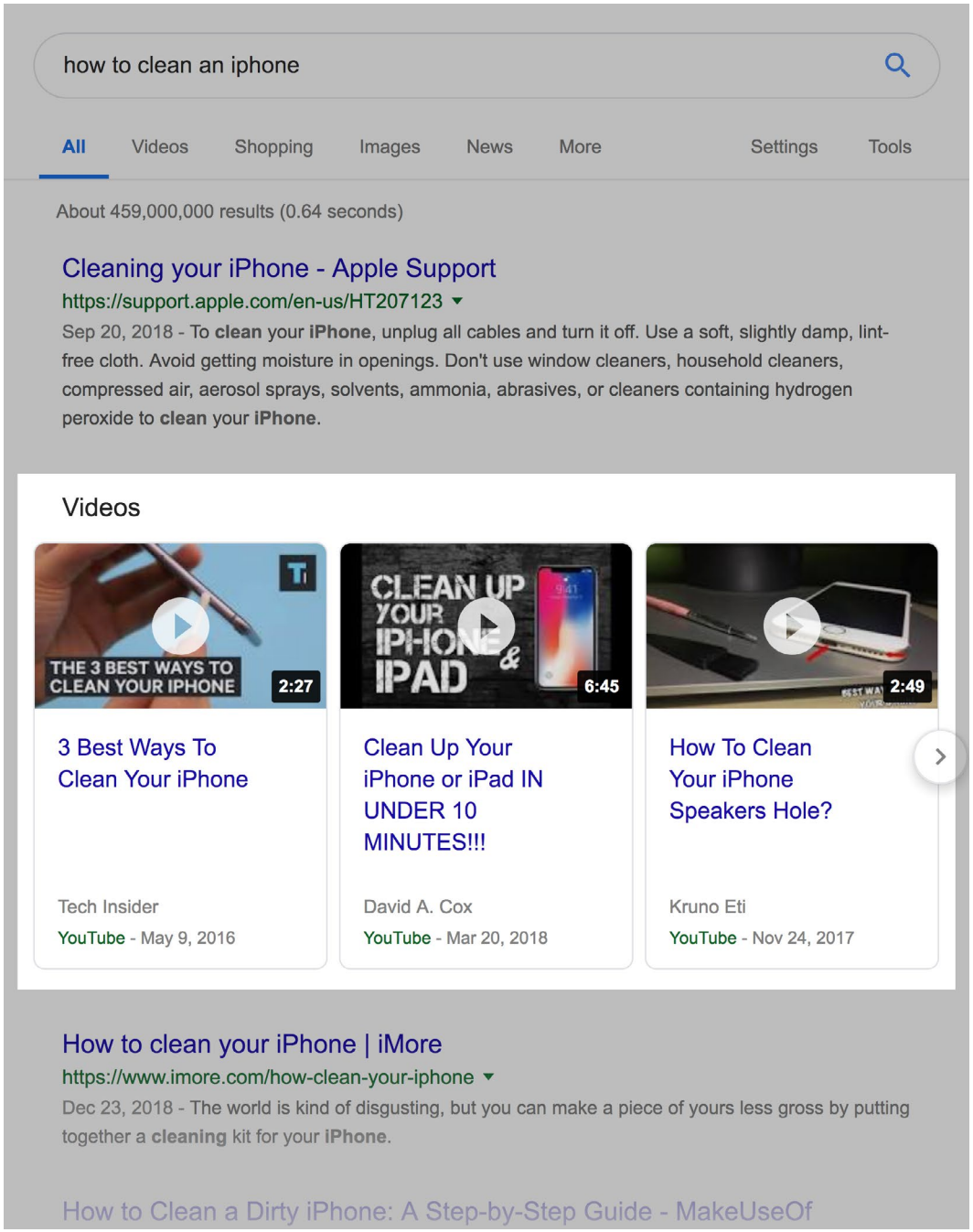
Google earmarks certain keywords for video results.

I call these "Video Keywords".

And the secret to ranking your videos in Google is to target Video Keywords.

In my experience, if you optimize your video around a keyword that **doesn't already have a video in Google**, it's going to be VERY hard for it to rank.

For example, “how to clean an iphone” is a video keyword:

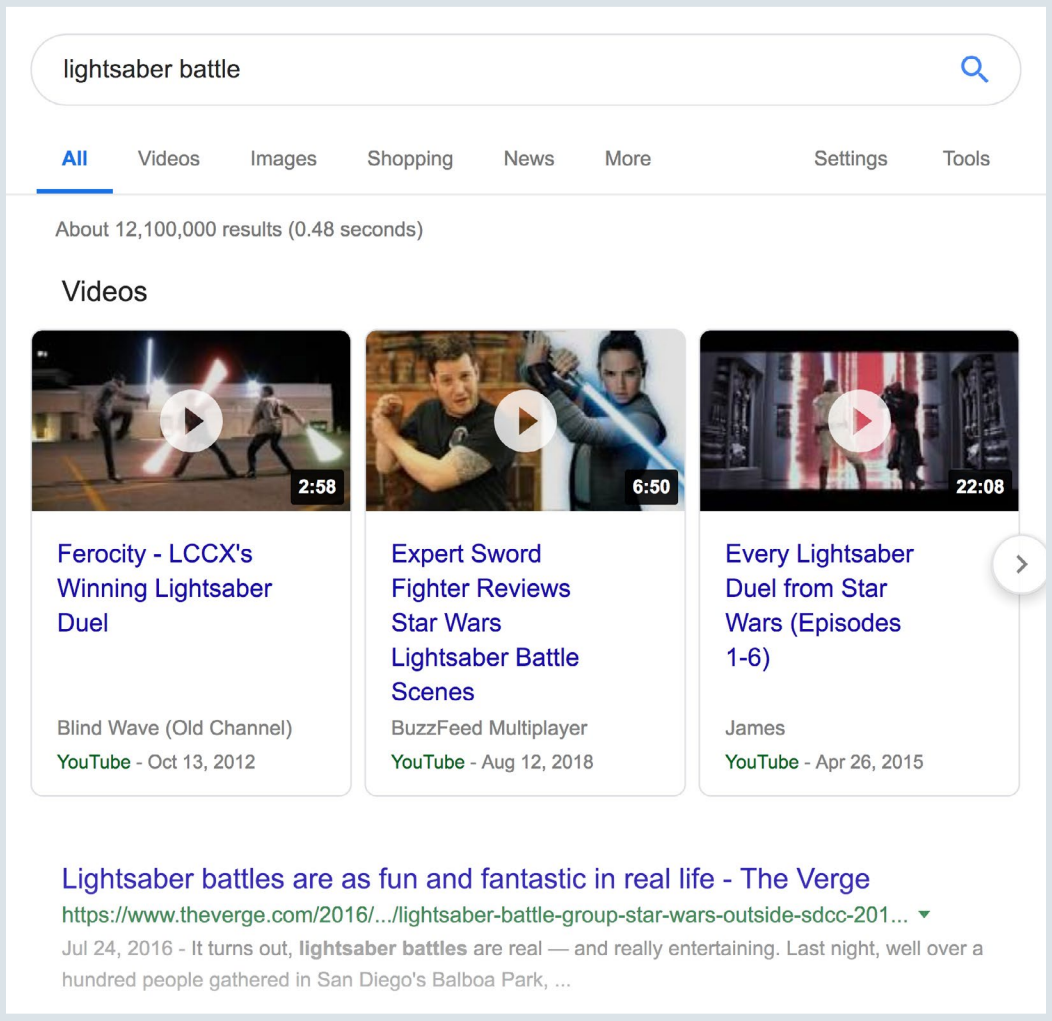

how to clean an iphone
All
Videos
Shopping
Images
News
More
Settings
Tools
About 459,000,000 results (0.64 seconds)
Cleaning your iPhone - Apple Support
https://support.apple.com/en-us/HT207123
Sep 20, 2018 - To clean your iPhone, unplug all cables and turn it off. Use a soft, slightly damp, lint-free cloth. Avoid getting moisture in openings. Don't use window cleaners, household cleaners, compressed air, aerosol sprays, solvents, ammonia, abrasives, or cleaners containing hydrogen peroxide to clean your iPhone.
Videos
THE 3 BEST WAYS TO CLEAN YOUR IPHONE
2:27
3 Best Ways To Clean Your iPhone
Tech Insider
YouTube - May 9, 2016
CLEAN UP YOUR IPHONE & IPAD
6:45
Clean Up Your iPhone or iPad IN UNDER 10 MINUTES!!!
David A. Cox
YouTube - Mar 20, 2018
2:49
How To Clean Your iPhone Speakers Hole?
Kruno Eti
YouTube - Nov 24, 2017
How to clean your iPhone | iMore
https://www.imore.com/how-clean-your-iphone
Dec 23, 2018 - The world is kind of disgusting, but you can make a piece of yours less gross by putting together a cleaning kit for your iPhone.
How to Clean a Dirty iPhone: A Step-by-Step Guide - MakeUseOf

How to Find Video Keywords

The simplest way to find Video Keywords is to search for your potential keyword in Google.

If you see at least one video result in the top 10, great.

If not, you may want to consider a different keyword.


lightsaber battle
All
Videos
Images
Shopping
News
More
Settings
Tools
About 12,100,000 results (0.48 seconds)
Videos
2:58
6:50
22:08
Ferocity - LCCX's Winning Lightsaber Duel
Blind Wave (Old Channel)
YouTube - Oct 13, 2012
Expert Sword Fighter Reviews Star Wars Lightsaber Battle Scenes
BuzzFeed Multiplayer
YouTube - Aug 12, 2018
Every Lightsaber Duel from Star Wars (Episodes 1-6)
James
YouTube - Apr 26, 2015
Lightsaber battles are as fun and fantastic in real life - The Verge
https://www.theverge.com/2016/.../lightsaber-battle-group-star-wars-outside-sdcc-201...
Jul 24, 2016 - It turns out, lightsaber battles are real — and really entertaining. Last night, well over a hundred people gathered in San Diego's Balboa Park, ...

Pro Tip: The top 3 spots in Google get 55% of all clicks. So keep an eye out for keywords that have a video result in the top 3. Your video won't get nearly as much traffic if it ranks in positions 4-10.

How to Rank YouTube Videos in Google

Now that you've created a YouTube video around a Video Keyword, how do you get it to show up in Google?

The "secret" is to create an awesome video (which covered Chapter 2) and then optimize that video (which is what Chapter 3 is all about).

Other than that, it's all about getting backlinks to your video. Like any page on the internet, the more high-quality backlinks you build, the higher you'll rank.

I show you how to promote your videos in the next chapter.

Ranking Self-Hosted Videos in Google

What if you self-host your videos on your site?

For example, let's say that you post your videos to your blog with a service like Wistia.

Can you get those videos to rank?

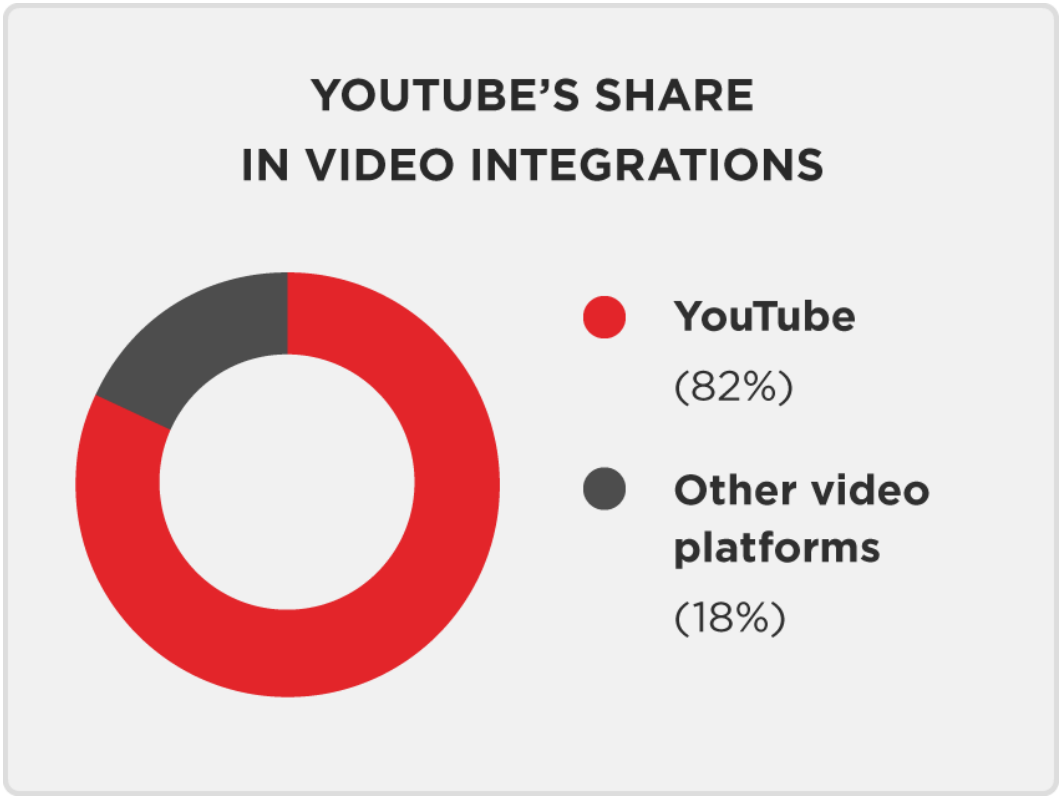
Technically...yes. But it's A LOT harder to rank a self-hosted video than a YouTube video.

In fact, 82% of all video results in Google are from YouTube.

(Considering that Google owns YouTube, this shouldn't come as a surprise).

That said, it is possible to rank self-hosted videos.

Here's how:


YOUTUBE'S SHARE
IN VIDEO INTEGRATIONS
YouTube
(82%)
Other video platforms
(18%)

#1: Put The Video at The Top Of Your Page

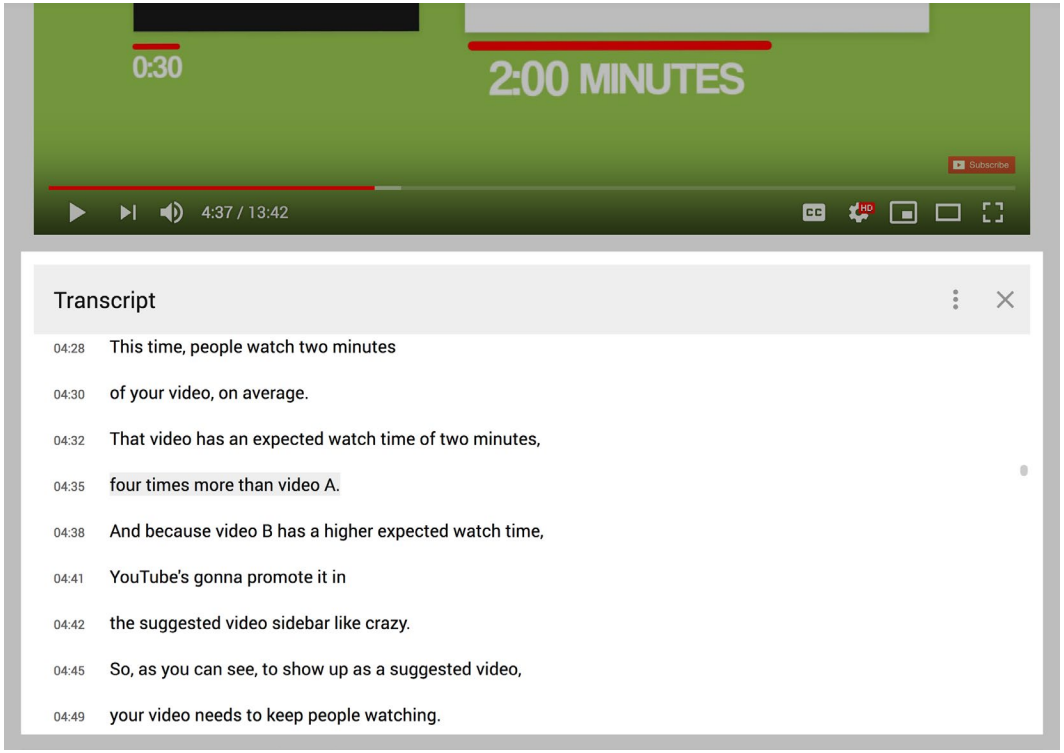
This shows Google that your video is the main piece of content of that page.

So make sure your video is at the very top of the page...or right after a brief text-based intro:

BACKLINKO
ABOUT
CONTACT
NEWSLETTER
How to Rank For Any Keyword (This is The Exact 1-2 Punch I Used to Rank #4 for "Backlinks")
Click the play button to see the EXACT step-by-step process:

#2: Publish a Transcript Below Your Video

A full transcript below your video helps search engines understand what your video is all about.


0:30
2:00 MINUTES
Subscribe
4:37 / 13:42
Transcript
04:28 This time, people watch two minutes
04:30 of your video, on average.
04:32 That video has an expected watch time of two minutes,
04:35 four times more than video A.
04:38 And because video B has a higher expected watch time,
04:41 YouTube's gonna promote it in
04:42 the suggested video sidebar like crazy.
04:45 So, as you can see, to show up as a suggested video,
04:49 your video needs to keep people watching.

Pro Tip: Optimize your transcript for readability. Most people just copy and paste a big ol' transcript. Instead, make your transcript easy for people to read and skim. This will improve your dwell time and reduce bounce rate –two key Google ranking factors.

#3: Use Video Schema

Google and Bing both support Video Schema markup.

This guide from Google will give you the full run-down.

But in general, here's what you need to have in place:

1. Keyword-Rich Video Title: Don't use a generic title like "video 5_version 3.4". Instead, write a title like: "5 Ways to Rank Videos in Google".
2. Video Description: This is a brief description of what your video is all about. Make sure to use your target keyword once here.
3. Video Duration and Upload Date: No description needed (I hope)
4. Eye-Catching Thumbnail: This is what will appear in Google's search results, so make it good.

You can set up this schema code manually. But it's kind of a pain. Instead, I recommend hosting your videos with Wistia or using the the Yoast WordPress plugin for videos.

Now that your video is live, it's time to get the word out.

Chapter 6

Video Promotion Strategies

400 hours of video are uploaded to YouTube... every minute.

(Seriously, take a second to think about how crazy that is).

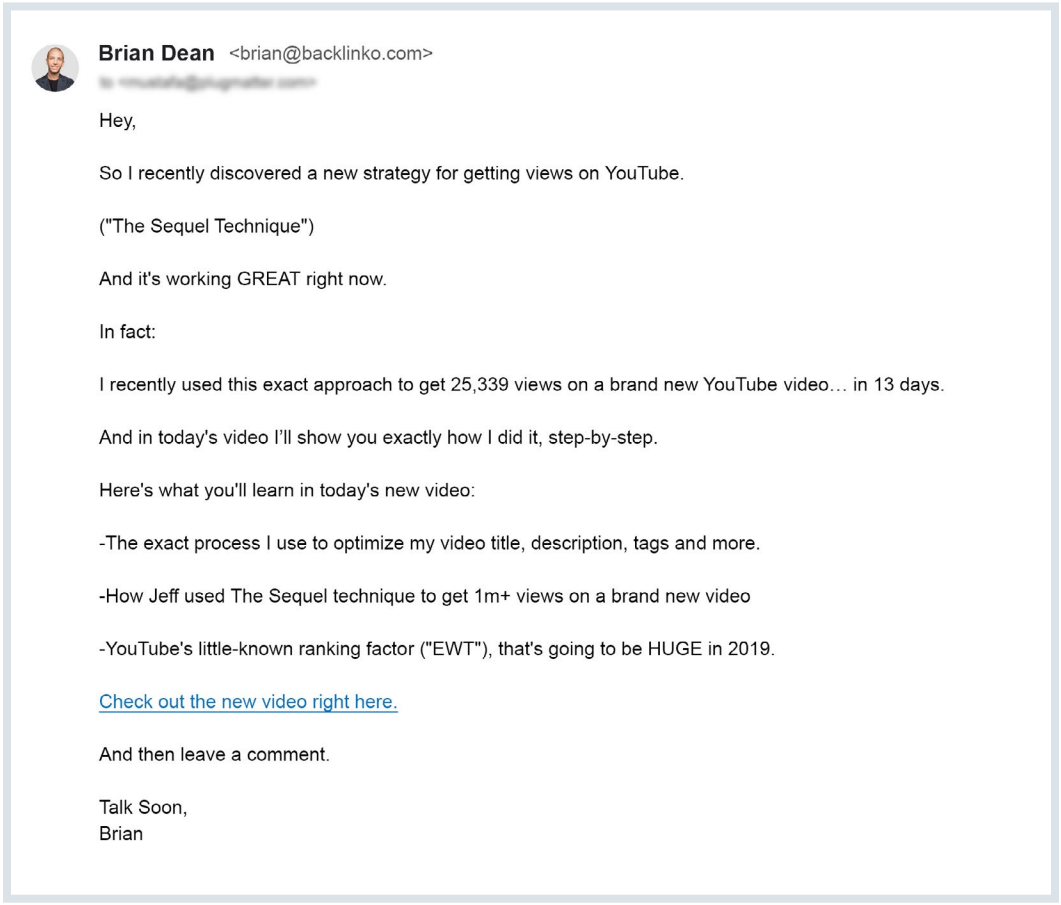
With so much video flying around the platform, even your best videos need serious promo.

And in this chapter I'll show you how to promote your videos.

Announce New Videos to Your Email List

This is simple...but darn effective.

Whenever you publish a new video, let your email subscribers know about it:



Brian Dean <brian@backlinko.com>

Hey,

So I recently discovered a new strategy for getting views on YouTube.

("The Sequel Technique")

And it's working GREAT right now.

In fact:

I recently used this exact approach to get 25,339 views on a brand new YouTube video… in 13 days.

And in today's video I'll show you exactly how I did it, step-by-step.

Here's what you'll learn in today's new video:

-The exact process I use to optimize my video title, description, tags and more.

-How Jeff used The Sequel technique to get 1m+ views on a brand new video

-YouTube's little-known ranking factor ("EWT"), that's going to be HUGE in 2019.

Check out the new video right here.

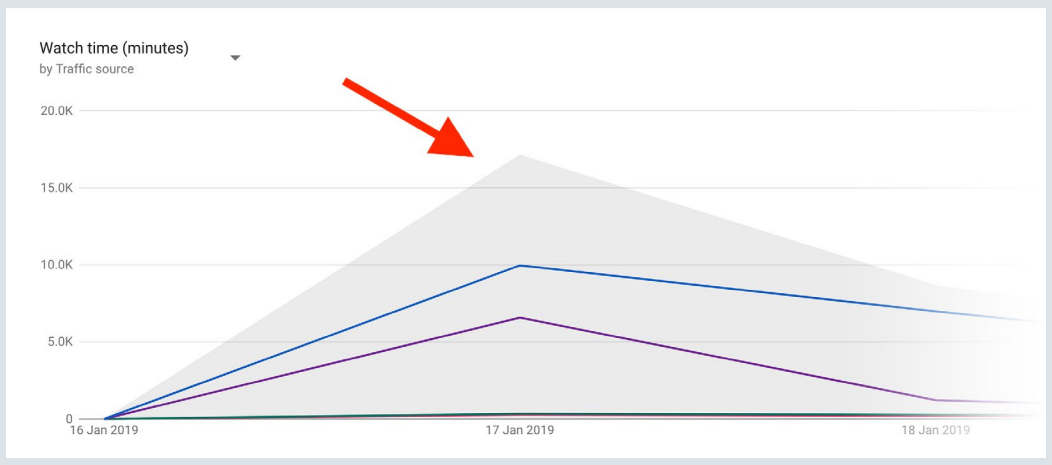
And then leave a comment.

Talk Soon,
Brian

This is a win-win.

Your subscribers get access to premium video content. And your video generates lots of high-quality views.

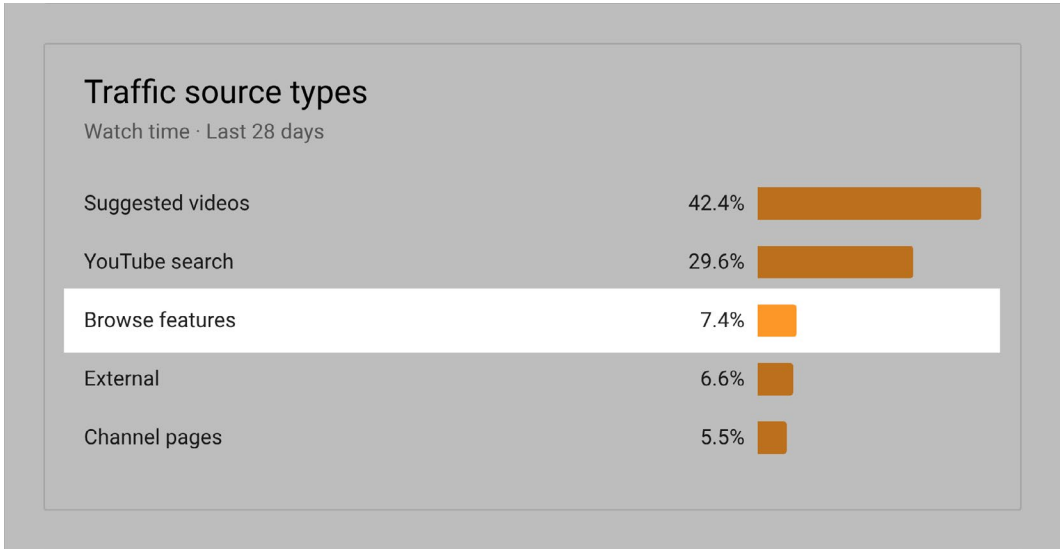
This view spike can push your video to people's YouTube homepages...



...which leads to more views.

Pro Tip: YouTube suggests videos on your homepage that are similar to videos you recently watched. And this is now bigger than YouTube search and "Suggested Videos" combined. So you 1000% need to optimize videos so they appear on the homepage.

You can easily see if your video shows up on people's homepages. Go to your YouTube Studio Analytics. Click on "Reach Viewers" —> "Traffic Source Types" —> "Browse Features":



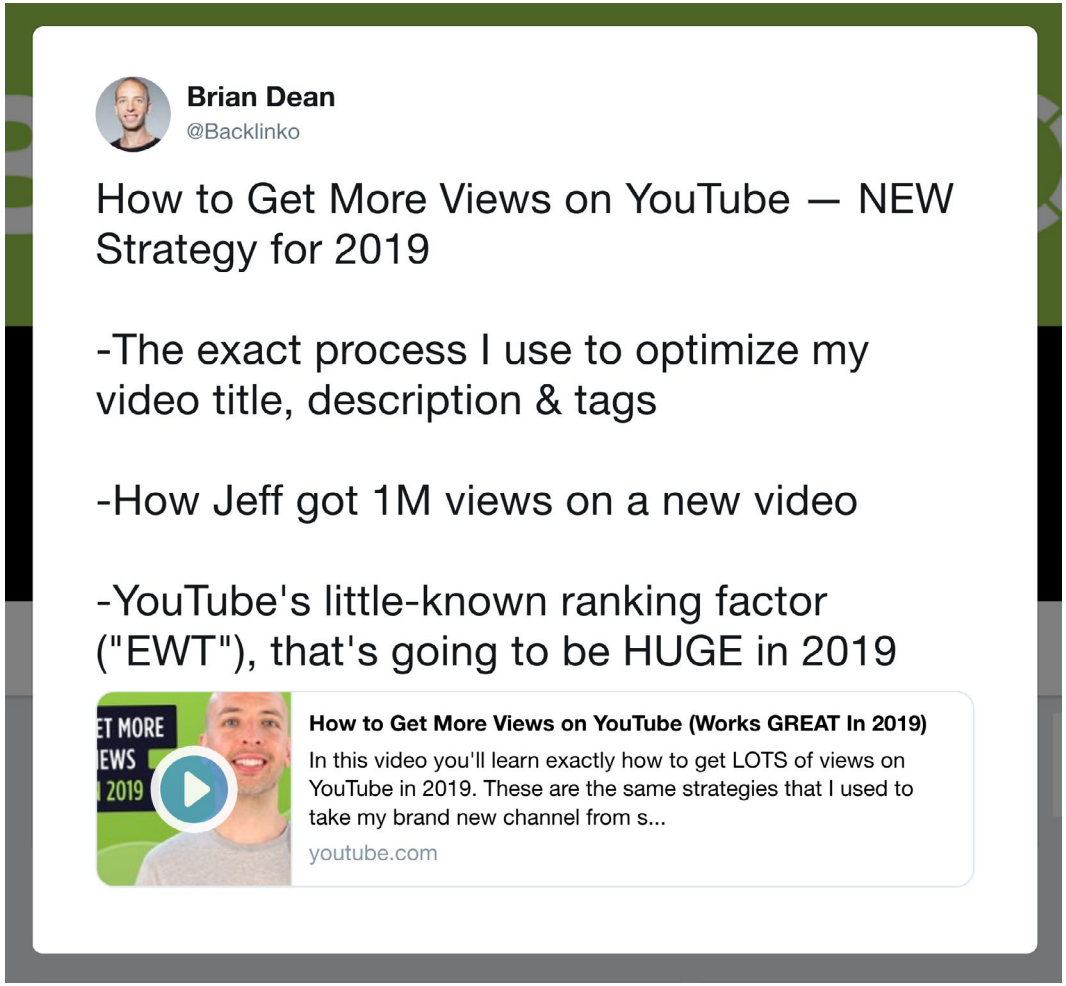
If your video is high-quality and well optimized, it should pop up in the homepage after a few days of promo.

And if your video is up to snuff, it'll rank in YouTube's search results in no time.

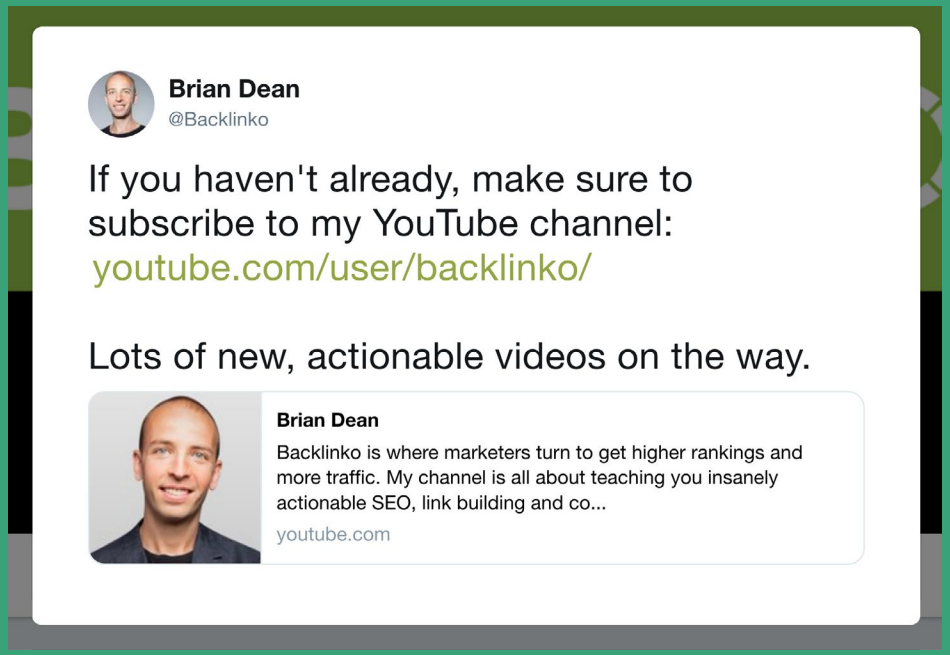
Share Your Videos On Social Media

I know what you're thinking: "Thanks Captain Obvious!"

It's not as effective as promoting videos to your email list. But you can get some buzz on your new video by sharing it on Twitter, Facebook and Pinterest:


Brian Dean
@Backlinko
How to Get More Views on YouTube — NEW Strategy for 2019
-The exact process I use to optimize my video title, description & tags
-How Jeff got 1M views on a new video
-YouTube's little-known ranking factor ("EWT"), that's going to be HUGE in 2019
How to Get More Views on YouTube (Works GREAT In 2019)
In this video you'll learn exactly how to get LOTS of views on YouTube in 2019. These are the same strategies that I used to take my brand new channel from s...
youtube.com

Pro Tip: Ask your social media followers to subscribe to your YouTube channel.


Brian Dean
@Backlinko
If you haven't already, make sure to subscribe to my YouTube channel:
youtube.com/user/backlinko/
Lots of new, actionable videos on the way.
Brian Dean
Backlinko is where marketers turn to get higher rankings and more traffic. My channel is all about teaching you insanely actionable SEO, link building and co...
youtube.com

If they follow you on social they're VERY likely to hit your channel's subscribe button without thinking twice.

Embed Videos In Your Blog Posts

Embeds help your videos rank for two reasons:

1. Embeds are a YouTube ranking signal
2. Embeds create a backlink to your video

So don't be afraid to embed your best videos in your blog content. These embeds can make a HUGE dent in your video views (especially if you don't have a lot of subscribers yet).

And it's a subtle way of letting your readers know that you have an awesome YouTube channel.

CTR is a user experience signal that Google is paying more and more attention to.

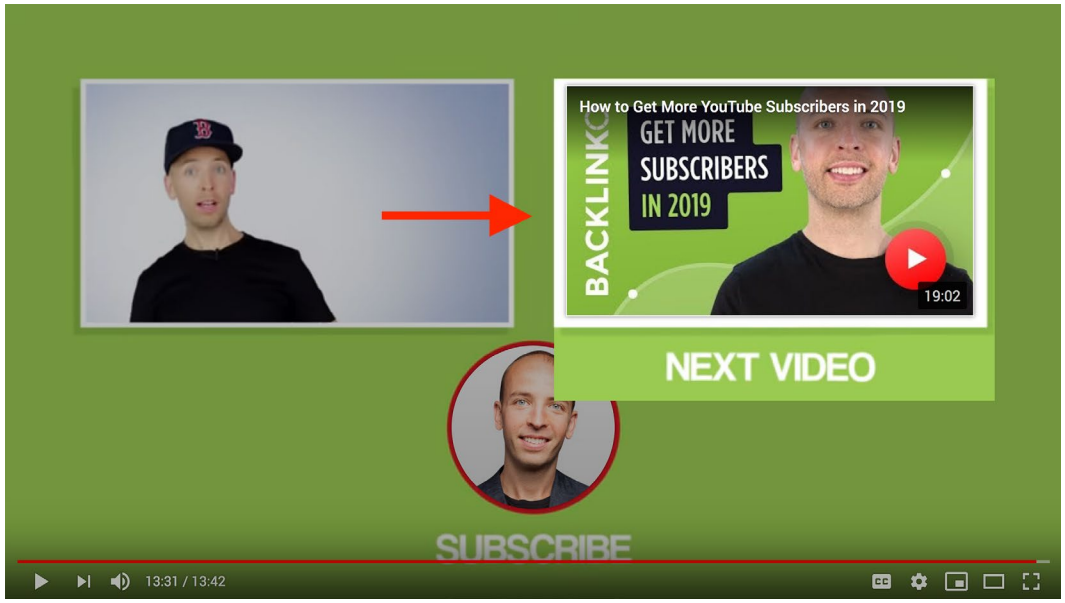
I reveal EXACTLY how to boost click-through-rate (CTR) in this video:

2. Limit Website Downtime

Promote Other Videos In Your End Screen

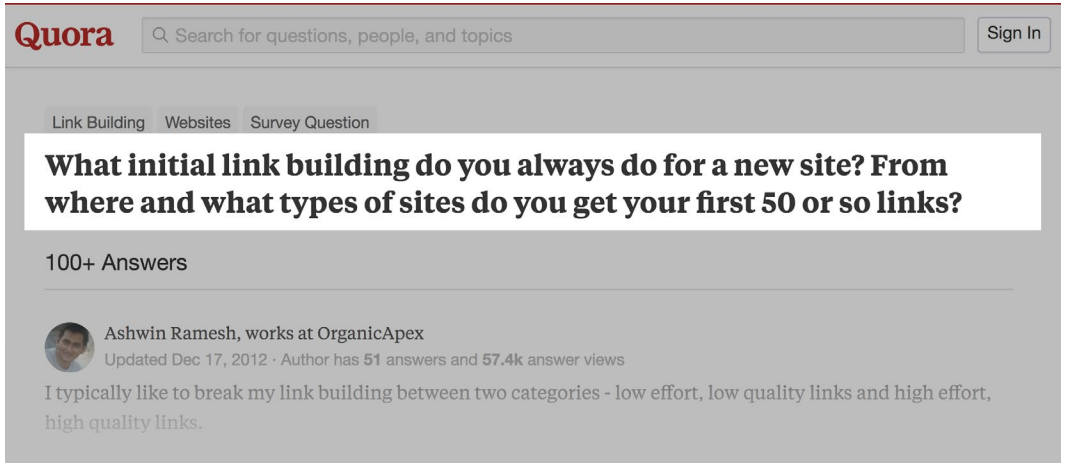
I always put a “Next Video” on my end screen.

This little trick promotes videos that need some TLC. And it boosts your Session Watch Time.

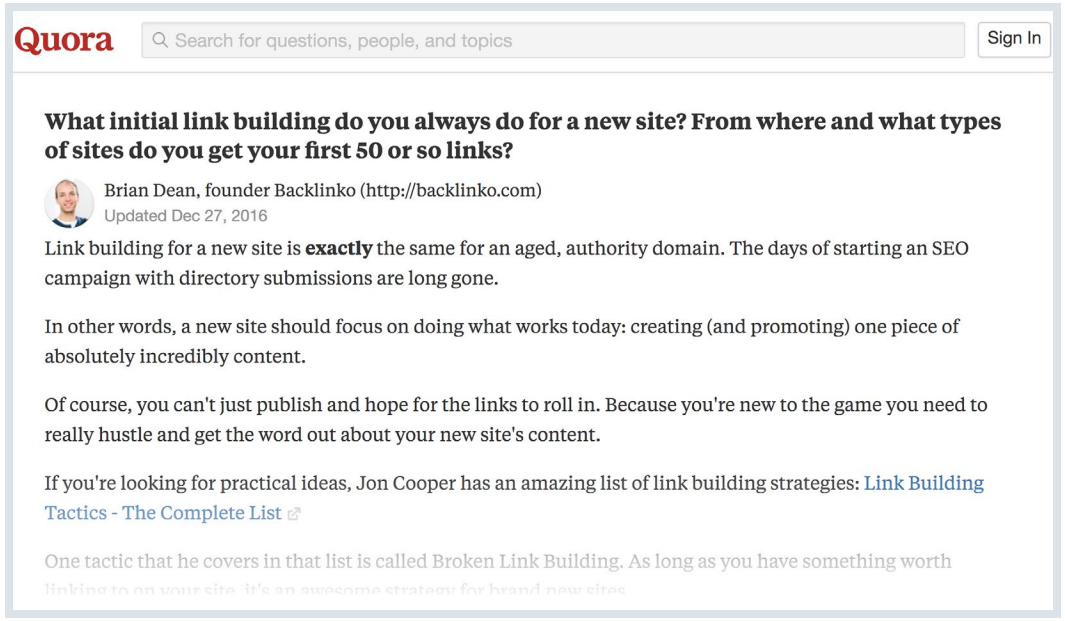


Share Videos on Forums and Quora

First, keep an eye out for a question that your video could help answer.


Quora
Search for questions, people, and topics
Sign In
Link Building
Websites
Survey Question
What initial link building do you always do for a new site? From where and what types of sites do you get your first 50 or so links?
100+ Answers
Ashwin Ramesh, works at OrganicApex
Updated Dec 17, 2012 · Author has 51 answers and 57.4k answer views
I typically like to break my link building between two categories - low effort, low quality links and high effort, high quality links.

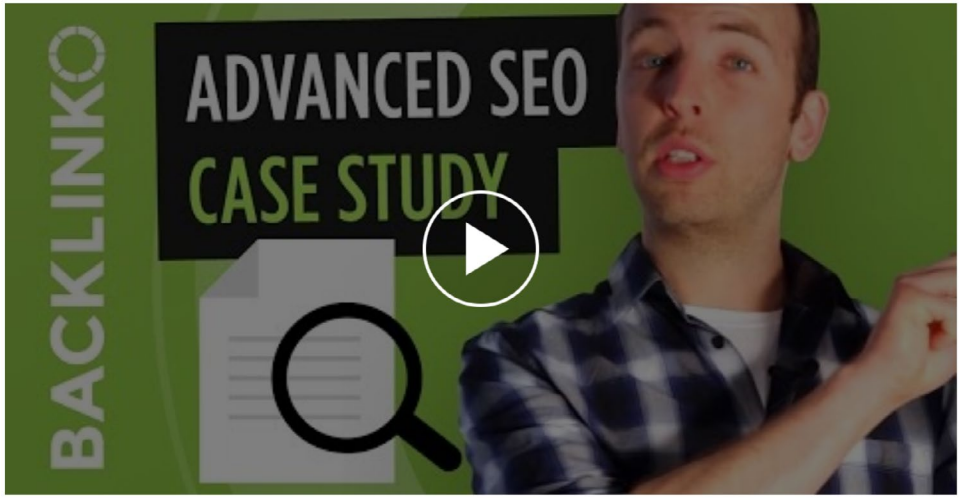
Then, provide a full answer in text form.


Quora
Search for questions, people, and topics
Sign In
What initial link building do you always do for a new site? From where and what types of sites do you get your first 50 or so links?
Brian Dean, founder Backlinko (http://backlinko.com)
Updated Dec 27, 2016
Link building for a new site is exactly the same for an aged, authority domain. The days of starting an SEO campaign with directory submissions are long gone.
In other words, a new site should focus on doing what works today: creating (and promoting) one piece of absolutely incredibly content.
Of course, you can't just publish and hope for the links to roll in. Because you're new to the game you need to really hustle and get the word out about your new site's content.
If you're looking for practical ideas, Jon Cooper has an amazing list of link building strategies: Link Building Tactics - The Complete List
One tactic that he covers in that list is called Broken Link Building. As long as you have something worth

Finally, link to your video as a way for people to find more info on that topic.

One tactic that he covers in that list is called Broken Link Building. As long as you have something worth linking to on your site, it's an awesome strategy for brand new sites.

My video goes into lots of detail on that strategy:



Other strategies include blogger outreach (basically getting your site in front of influencers), guest posting (when done right) and building links from resource pages.

Want more actionable SEO content like this? Then make sure to subscribe to my YouTube channel right now.

SUBSCRIBE